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Sales and Marketing MANAGEMENT

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Hot

FONDA GETS FEISTY

The Controversy Behind Event Marketing

Legal Puffery Truth or Consequences

Zenith Labs' New Product High

Special Section Fleet Cars

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Sales and Marketing MANAGEMENT

Established 1918

Contents/October 1986

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Cover:
The Fonda Group, marketer of disposable paper cups, plates, and related products, is "on the move," says Aaron Wolkstein, executive v.p. of Paper Plus, a Fonda distributor. The reason? "They've put a management team in place that's directed to the needs of the customer." Page 49.

Cover design: Vera Steiner
Photo: Joe Bevilacqua

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Communications

AT&T drops out of cellular

Late-Breaking News

A hot rumor that circulated at September's Telecator trade show in Atlanta has been confirmed: AT&T is dropping out of the cellular phone market. Earlier last month, the company had cancelled all advertising for cellular products.

"They never had the product," says one industry source. "They've been selling the same phone for two-and-a-half years, while other companies are on their fouth generation of equipment."

AT&T also failed to make inroads with Bell regional holding companies and lagged behind market leaders Motorola, Oki Telecom, and Panasonic.

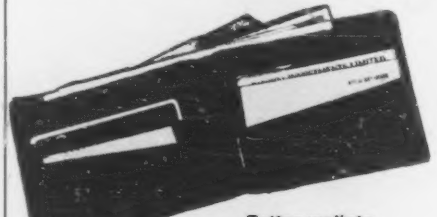
"We were late getting into the market," says AT&T spokesperson Doug Fenichel, who adds that AT&T will continue to supply cell service companies with transmitters, antennas, receivers, and other related hardware.

Compensation

Top commission-only reps' average take: 185 Gs

No. 1 salespeople paid on a commission-only basis earned an average of $185,600 in 1985. That was nearly four times the figure paid to top salary-only salespeople, who averaged $47,400, says a study from the Wyatt Company, a compensation consultant.

But while they earned less, the salary-only reps outsold their commissioned counterparts by nearly four-to-one, with an average sales volume of $11.3 million vs. $2.9 million for reps receiving only incentive pay. "In all of our studies," says Wyatt's Brent Longnecker, "we find that variable pay [commission] is prevalent at newer, smaller companies without big sales staffs."



Fatter wallets don't mean more sales.

Wyatt's findings were based on a survey of 738 companies representing a wide range of sales volumes and products. Only 6.4% of those companies paid only commission to salespeople, while 19.6% paid on a salary-only basis. The balance offered various mixtures of salary and incentives. The preponderance of companies paying commission only was in containers and packaging, fabrics and apparel, and consumer household appliances. The prevalent salary-only industries were packaging materials and paper, fabricated metal products, and food products.

Sales force highlight

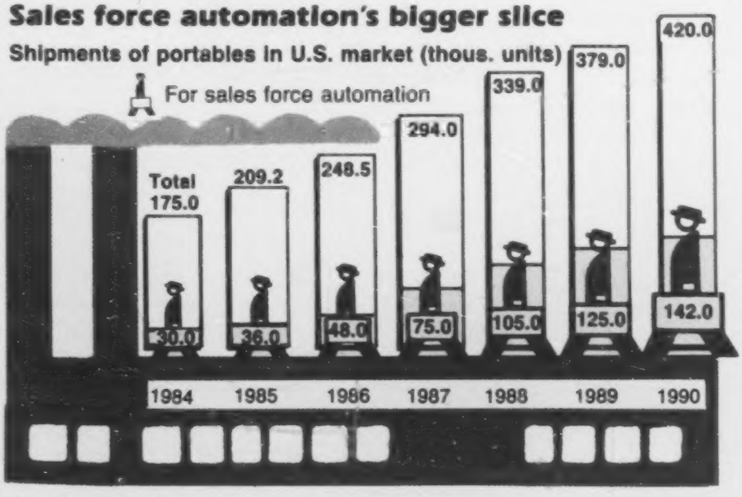
Have laptop, will sell

By the end of this decade, one of every three laptop PCs shipped will be destined for a salesperson vs. one in six currently, according to a study of the portable computer market by International Data Corp. (IDC), Framingham, MA. While total sales of laptops will soar 146% to 420,000 units in the 1984–90 timeframe covered by the study, shipments to the sales force automation niche will skyrocket 4,633% to 142,000 units.

"It now appears those numbers may be on the low side," says Steve Bosley, IDC industry analyst and author of the report. "Since the study was completed, a lot of big companies have perceived sales force automation to be real cost-effective." Adds Andrew Czernek, marketing director, Zenith Data Systems: "Because companies didn't invest in desktop PCs for salespeople, they're more likely to leapfrog directly to laptops to automate their sales forces."

Sales force automation's bigger slice

Shipments of portables in U.S. market (thous. units)



Source: International Data Corp., *The Portable Computer Market*
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Regional marketing

Roy Rogers lassos the Northeast

For Marriott Corp., the Roy Rogers chain of fast-food restaurants was nearly the Brahma bull that got away. A mid-70s expansion strategy backfired on the Marriott subsidiary, based in Rockville, MD, and it was forced to close as many as one-quarter of all its outlets. By 1979, the Roy Rogers brand was stamped on only 256 locations.

"They were concentrated in the D.C. area, then all of a sudden they decided to expand and started building restaurants helter skelter," says Daniel Lee, an analyst with Drexel Burnham Lambert. "They sat back and looked at why it wasn't working and concluded that it was very difficult to compete with McDonald's and Burger King, who had huge amounts of national TV ads."

Since then, Roy Rogers has built its base back to 550 units and is successfully competing against the national chains by funnelling its entire ad budget into local TV spots. After increasing its size by about one third with the acquisition of the Gino's chain in 1984, Roy Rogers set out on the expansion trail once again, this time taking it one market at a time and opening enough restaurants in each area—usually six to eight—to warrant buying local TV time.

"They get to the point where they can afford local TV by spreading the cost over a group of restaurants," says Lee. "Suddenly, they're competing with the national chains." While Roy Rogers won't release financial figures, Lee says he thinks the chain is now "quite profitable."

Another change in strategy for Roy Rogers is relying on franchisees to spearhead its Northeastern expansion. While the majority of restaurants are still company-owned, some 200 are now in the hands of franchisees vs. only 112 four years ago. The company is advertising franchising opportunities and holding open houses to attract multiunit developers.

"We've refined our franchise criteria," says company spokeswoman Mary Maguire. "We want more experienced players in the restau-

Local advertising is the key to Roy Rogers's fast-food comeback.

S&MM Marketgraph

It's 9 a.m.: Do you know where your mother is?

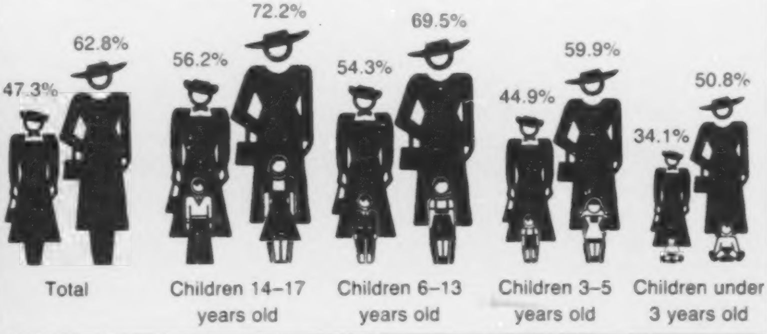
While pundits debate whether a woman can mix child-rearing with a career, mothers with infants and toddlers continue to enter the labor market at a phenomenal rate. Since 1975, the labor force participation rate (working or looking for work) of married mothers (spouse present) with children under six years old soared 17.2 percentage points, from 36.6% to 53.8%. Married mothers with school-age children (6–17 years old) posted similar gains—16.1 percentage points—according to new Bureau of Labor Statistics data.

Black mothers are more likely to be in the labor force than their white counterparts, 66.3% vs. 62.2%. However, white mothers have cut that gap by more than half since 1975. In contrast, the proportion of Hispanic mothers in the labor force showed virtually no change.

For marketers, the onrush of mothers from home to office "is a special challenge," says Philip Lempert, head of The Lempert Co., a Belleville, NJ, advertising marketing firm. "With demands on her time so strong," he notes, "one-stop shopping is important—stores with the widest variety of products and services, plus fast check-out." Networks have felt the impact, too, as daytime soaps become a less attractive advertising vehicle.

Have child, will work

% of mothers in the labor force with children under 18 years old



Source: Bureau of Labor Statistics
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Inland's computer dialogue builds service extra

Instead of viewing computer-to-computer ordering as a job threat, Inland Steel's salespeople are "very enthusiastic" about the system, according to the upcoming Conference Board study, *Rethinking the Company's Selling and Distribution Channels*. Implemented last year, the system enables 15 customers, including Ford Motor and A.O. Smith, to place orders electronically and subsequently check on the order status.

Inland's salespeople welcome the system, says systems manager William Sanders, because "it gives them another service to offer. It's not so much a productivity improvement for them, because they never really were order takers. They focus on presenting our products and services."

Even so, analyst Howard Sutton, author of the report, says the concept "isn't always easy to implement because of hardware and software requirements at both ends of the line. But the potential for saving time and money is enormous."

There's a personal factor that may give the concept a helpful nudge. Sutton quotes a marketing professor who observes "Lots of people would like to avoid dealing with salespeople. They think they know enough about the product so that they can be served by mechanical means. They simply want to replace the human effort with technology."

Database source a second career

With 30 years of computer marketing behind him, Bob McGrath is building a second career as a publisher and executive recruiter. McGrath became a publisher of sorts in 1971 when, upon ending a 16-year stint with IBM, he put out an *IBM Alumni Directory*. The booklet became so popular that he updated it twice a year while doing subsequent tours with microcomputer firms.

When he left Datapoint three years ago to form Bob McGrath & Co., Dallas, he went into executive recruiting because "The *Directory* put me in constant contact with the headhunters," he notes. Focussing on sales and marketing executives, McGrath began building a database

COMPUTER HIGHLIGHT

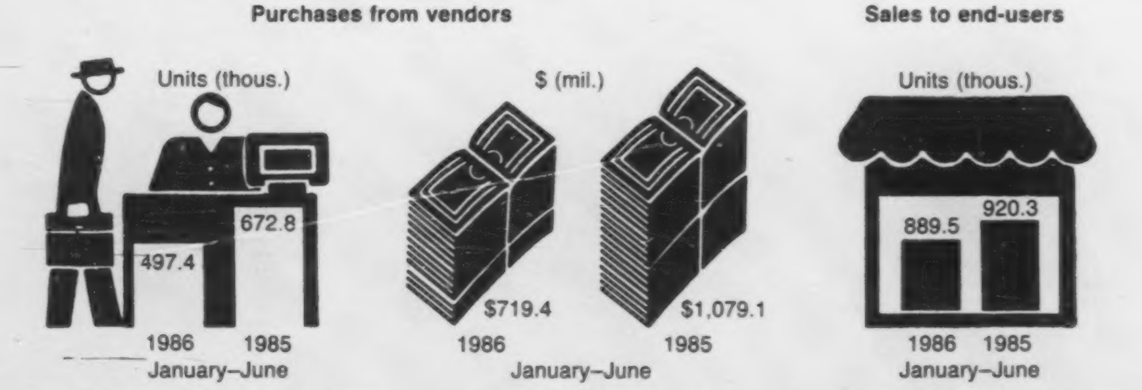
PCs at half-year: Still struggling

PC sales for the first half of 1986 indicate that the industry's long-awaited recovery won't occur until 1987. Unit sales by computer specialty stores for the January–June timeframe (829.5 thousand), slipped 3% below the comparable 1985 period, according to a survey of 300 outlets in InfoCorp's monthly *Retail Channel Tracking Service*.

However, orders placed by retailers plunged more sharply, according to IMS America's monthly *National Computer Retail Report*—off 26.1% for the first half, based on an audit of the purchasing invoices of 500 outlets. Dollar volume was off even more, a whopping 33.3%.

Even so, both research firms feel the worst of the slump is over. Howard Furer, research vice president of Cupertino, CA-based InfoCorp, expects second-half sales to end-users this year to hold even with the year-ago period. Retailer orders, on a cumulative six-month basis, edged up 2% in June after falling for several months, says Ronald Rehling, vice president of IMS America, Ambier, PA. Rehling notes that "The number may be small, but the shift in direction is significant."

Computer retailer PC business—from both ends



Source: IMS America, *National Computer Retail Report*

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Source: InfoCorp, *Retail Channel Tracking Service*

Significant Trends

Japan vs. America: Same goal, different tactics

If, as many believe, world marketing will be mainly a war between the Japanese and us, a preview of each side's likely tactics would be fascinating reading. The Japan Management Assn. has produced just such a study. It sent questionnaires to the senior executives, including chairmen and presidents, at 15 Japanese and 15 U.S. corporations, all of them winners of JMA's most recent Marketing Excellence awards. Forty-one of 62 American executives contacted responded; 61 of 89 Japanese did. The results show that marketing philosophies held by the respondents differ—sometimes remarkably so.

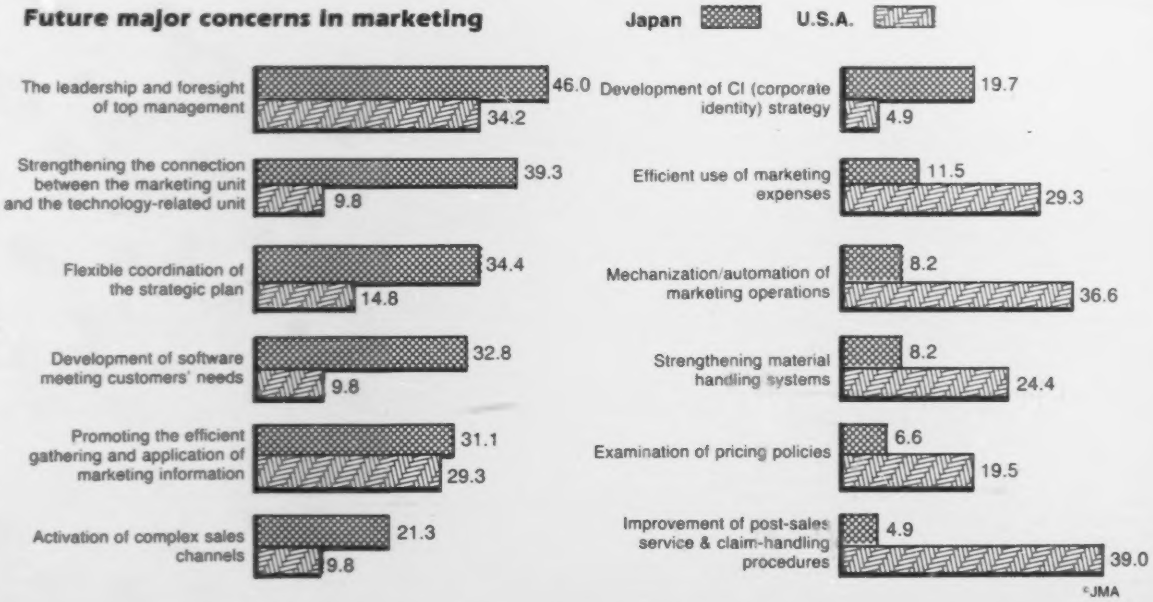
Example: The executives were asked to name the most important elements in their long-range strategic marketing operations from 1983 to 1985. Taking just 1985, 70.6% of the Japanese listed the establishment of innovative sales channels as their No. 1 concern, followed by the systematization of marketing information (60.6%), and the training and development of the marketing planning staff itself (49.1%). On the American side, training of first-line salespeople was deemed most important in long-range marketing by 63.4% of the respondents. The systematization of marketing data emerged as the No. 2 concern (53.7%), and the development of measurements for advertising and sales promotions No. 3 (46.3%). The Japanese gave short shrift to a number of areas their U.S. counterparts rated as significant; these include after-sales service, measuring ads' effectiveness, and physical distribution systems. Both sides' concern over the marketing planning staff's training last year was down from 1983's level—either they solved the problem or others became more troublesome.

The executives also were asked to cite "environmental" factors that have the greatest impact on corporate management. Technological innovation leads both sides' list, with 67.3% of the Japanese and 75.6% of the Americans naming it as their top factor last year. Respondents often agreed on the importance of other areas, such as shortened life cycles of products and slow growth of their principal products. The biggest difference between both sides last year was concern over foreign marketers selling in their domestic markets. Of the Americans, 56.1% called it significant worry—it was the second-highest concern named, in fact (foreign competition at home was cited as a major concern by 52.7% of the U.S. executives in 1984 but by only 23.5% in 1983, when JMA conducted its first survey). Only 3.3% of the Japanese felt threatened by outsiders doing business in Japan last year.

Looking to the future, the executives again are in agreement about the importance of some factors and often at odds about some others (see chart). Clearly, both sides are saying that they know what their tactics will be in order to win the race.

The companies that participated in the JMA survey were (American) IBM, Chrysler, Procter & Gamble, Coca-Cola, Pepsi, General Electric, Anheuser-Busch, 3M, General Motors, Eastman-Kodak, Xerox, Hewlett-Packard, General Foods, AT&T, NCR, and (Japanese) Toyota, Matsushita, NEC, Honda, Ajinomoto, Kao, Shiseido, Fuji, Minolta, Sony, Fijitsu, Hitachi, Kirin, Ricoh, and Nissan.

Future major concerns in marketing



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Sales and Marketing
MANAGEMENT

OCTOBER 27, 1986 A BILL PUBLICATION THIRTY-FIVE DOLLARS

1986 Survey Of Buying Power

Part II

An exclusive S&MM feature
USA 2000
America's statistical future

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Section B: Merchandise Line Sales

Section C: 1990 Projections For U.S. Metropolitan Markets

Section D: 24th Annual Survey Of Newspaper Markets

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S&MM Established 1918

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SECTION A

Sales and Marketing
MANAGEMENT

Editorial Features and Highlight Tables

Data in this Survey of Buying Power—Part II have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

USA

Demographic and socioeconomic changes are on the way that will radically alter the face of the average American consumer. For marketers, the time to start preparing for the 21st Century is right now.

By RICHARD KERN
Editorial Director
S&MM Surveys

According to the available data, Americans in the year 2000 should be slightly more numerous, slightly wealthier, more ethnically mixed, and quite a bit older than they are today. They will also have more leisure time, more technological advances, more job opportunities, and a greater number of personal services available to them than ever before.

These are some of the things we see as we make use of the past and present to educate ourselves about the future. Whether all of this can be translated into eventual marketing success depends on two things: the ultimate reliability of the data and the flexibility we're prepared to exercise when applying them to our own situations.

The numbers, by themselves, are sometimes less than perfect, as we will see, and relying on the data alone can keep us from seeing other possibilities, other solutions to the problems at hand. By examining the lessons of the past, however, we can move with greater assurance into the future, using this knowledge to create greater flexibility in our own plans—relying on our *understanding* of the data, rather than on the data alone.

A zero-growth future

As a point of illustration, an article entitled "America's Declining Growth—a New Merchandising Problem" examines the three biggest hurdles facing marketers in the future: a slowdown in overall population growth; a rise in the nation's median age; and a smaller average family size.

"For many decades," say the authors, "America has been a growing country. Today, we are approaching the end of population growth."

Naturally, in today's climate of declining fertility rates and the steady increase in the nation's median age, the spectre of zero growth looms as a very real possibility. But before you begin retooling your marketing plans to deal with such an eventuality, it should be pointed out that these predictions were not made last week, or even last month. They were made more than 50 years ago—in the pages of *Sales and Marketing Management.*

The July 1934 article mentioned above reviewed a report published by the Scripps Foundation for Research in Population Problems, which had forecast an end to population growth in this country by the mid-1960s, peaking at around 145 million people. This prediction was based on the most current data available at the time, data that showed the beginnings of a trend which, if carried to its logical statistical conclusion, would result in the aforementioned end to growth. This would occur, said the report, "unless some wholly unforeseen change in American life takes place during the next fifty years."

War and boom

The authors of the report didn't know it then, but there were a couple of these "unforeseen changes" just around the corner back in 1934, changes that would drastically alter the statistical landscape of America for the next 100 years. The first, the advent of World War II, caused huge demographic and economic changes in this country, but even these massive changes paled beside

2000

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those brought on by the post-war phenomenon called the "baby boom." This child-bearing binge produced a blip in the American population profile so massive that this generation was immediately dubbed a "dream come true" by marketers, because of its huge size (75 million) and narrow focus (18 years). As the boomers moved from childhood to adolescence, they continued to recieve the first-class treatment from sellers of goods and services, and their considerable clout in the marketplace will continue to be with us well into the next century, as the members of this infamous generation move into their retirement years.

The fact that the baby boom came along and spoiled the Scripps Foundation's carefully prepared predictions doesn't mean that these predictions won't eventually come true, however. It seems that it's just taken a bit longer than they originally thought. New data from the Census Bureau is now projecting a further decline in population growth in this country, and one report even goes so far as to say that if there were no net immigration after July 1, 1982, "the U.S. population would grow to 258 million people in the year 2000, peak at 275 million people around 2030, and then proceed to decline to 248 million by 2080."

Interestingly enough, the difference between this prediction of zero growth and the prediction made in 1934 is that this time around it's precisely because of the baby boom—rather than in spite of it—that such forecasts are being made. In other words, the new cycle of growth that was created by this generation was really the only thing that kept the Scripps Foundation's original forecast of zero growth from coming true in the 1960s. Now, as the baby boom generation matures, those predictions are once again being trotted out, although this time they're softened by additional data indicating that immigration will keep America's population growth figures from eventually sliding into the red.

Risky business

The reason for all of this historical reflection is simply to point up the fact that forecasts and projections, while based on the seemingly solid data of the past and present, can take a long time to come true. Sometimes they don't come true at all. Even with all of today's fancy technology and the mountain of statistics produced by the Census Bureau and dozens of other private data firms, the art of long-range forecasting is still a relatively risky business.

In spite of this, marketers still raise questions as to what kind of nation we'll be in the future; and more specifically, what tomorrow's average American consumer will be like. The shift underway in this country's demographic and economic composition is already creating some unique challenges which require a careful re-evaluation of the kinds of goods and services we bring to the marketplace, and also in the methods used to sell them. The data currently available from the Census Bureau and from this issue of the *Survey of Buying Power—Part II* show the America of the future to be in many ways vastly different from what it is today.

The rest of this article will examine the demographic and economic changes we can expect to see, as we approach the beginning of the 21st Century.

THE PEOPLE

Any discussion of the future demographic makeup of America must begin, once again, with that all-too-familiar segment, the baby boom. The roughly 75 million people born between 1946 and 1964 currently account for more than one-third of the nation's population, and while they have always provided marketers with a neat age package, they also represent a continuously changing focus in terms of income and lifestyle because of the sheer size and scope of this group. Whatever happens demographically and socioeconomically in this country is very directly tied to this generation and the clout it represents.

MEDIAN AGE

The aging of the baby boom—whose oldest members are just beginning to enter their 40s—is having its most visible effect on the nation's median age, now charted at 31.9 years. By the year 2000, all members of the baby boom generation will be over age 35, lifting the median age in this country to 36.3 years, a figure that's expected to increase to over 40 by the year 2030.

POPULATION SIZE AND GROWTH

As for the population in general, the annual rate of growth in this country—currently charted by the Census Bureau at less than one percent—is at its lowest rate since the 1930s, and it's expected that such rates will continue well into the next century, with growth slipping below one-half-of-one-percent by the year 2000. This is a direct consequence of the narrowing gap between birth and death rates, which can in turn be tied to the phenomenon of lower birthrates for baby boom generation women of child-bearing age on the one hand, and to increases in the nation's elderly population on the other.

As the baby boomers move into old age and—by their sheer numbers alone—contribute to the rise in the death rate, immigrants will have to move in and take up the slack, providing the only real growth in the U.S. population, which is expected to increase to approximately 268 million by the year 2000.

Since it is projected that the death rate will overtake the birthrate before the middle of the next century (causing the rate of natural increase to become negative), it should again be stressed that if it were not for immigration, population growth in this country would most likely come to an end in about 50 years.

THE DEPENDENCY RATIO

Projected changes in the age structure of the population will also cause a dramatic shift in the overall ratio of dependents (children and elderly) to the working-age population, defined as those aged 18–64. The Census Bureau reports that the child portion of this dependency ratio will continue to decline from its high point in 1965 (when the ratio was 65.7 children per 100 working-age people) to 40.7 by the year 2000, the decline due primarily to the aforementioned fall in the birthrate. The elderly dependency ratio, now at an all-time high of around 19.4, will continue to rise through the next century, reaching a projected figure of 21.1 elderly dependents per 100 working-age people by the year 2000, and nearly doubling that figure by the year 2050. The implication here is very simple: fewer children to support on the one hand, and more elderly dependents on the other.

Once again, it's the baby boom that is for the most part responsible for this change, a change that will require new and different ways of dealing with elderly dependents through government, public, and private programs that were once taxed by these same people when they were children, back in the 1950s and early 1960s.

AGE DISTRIBUTION

Projections for individual age groups also reflect the overall aging trend affecting the population—with one notable exception. The population under age five, due primarily to the "echo boom" or "new" baby boom currently under way, will increase to around 19.2 million by 1990 and then taper off slightly, settling in at about 17.6 million by the year 2000. This decline is an indirect consequence of the maturation of the "baby bust" generation (1965–76), whose members will be in the midst of their prime child-bearing years (age 24–35) at the turn of the century. Their smaller numbers will be reflected in fewer births (projected at 3.5 million for the year 2000), the fewest since 1975, when births totalled just less than 3.2 million.

The population aged 5–13 years, which has been in a state of continuous decline since 1970, will begin to grow as the members of the "echo boom" (those born since 1977) move through the population life cycle, reaching a peak of approximately 34.7 million in the late 1990s and settling back to 34.4 million by the year 2000. This projection assumes that the current baby boom will last only another eight years at most, as the last remaining "original" baby boomers move into their 30s.

The high-school-aged population (those aged 14–17), after steadily increasing from 8.5 million in the early 1950s to more than 17 million by 1975, will continue to taper off to around 12.9 million by 1990 before returning to "a stable level of around 15 million" thereafter, reports the Census Bureau. Current projections for the year 2000 put this segment at 15.4 million.

The population aged 18–24, of primary importance to colleges, the military, and employers looking for entry-level job seekers, reached an all-time high of around 30.4 million back in 1982, as the last members of the original baby boom generation reached age 18. Projections for the year 1995 show a decline of nearly 6.7 million people, shrinking this segment to around 23.7 million before rebounding slightly to 24.6 million by the year 2000. Barring an unforseen continuation of the current baby boom, this segment will continue to rise slightly to 27.6 million before beginning yet another decline after the year 2010, remaining at around 25 million through the rest of the next century.

The next three age-group segments, those aged 25–34, 35–44, and 45–64, all show similar patterns of boom and bust, as the original baby boom generation moves through their ranks. As described by a recent Census Bureau report, "each group would first increase as the baby boom generation swells its size, then decline sharply with the subsequent replacement of this group by the smaller birth cohorts of the 1970s." Of the three age segments, only the 35- to-44-year-old group is projected to peak in the year 2000, growing from 32 million currently to 43.7 million at the turn of the century. On the other hand, the 25- to-34-year-old group, having reached its projected peak of 43.5 million around 1990, will have already begun to decline to a level of about 36.4 million, with the 45-to-64-year-old segment scheduled to top out at 77.8 million in 2010.

THE RETIREMENT-AGE, OLDER, AND ELDERLY POPULATIONS

In the past few years, the amount of press afforded the "Graying of America" has been nothing short of phenomenal. It has been the subject of countless Census Bureau reports, business seminars, workshops, and has been given cover-story status in virtually every major consumer and business publication in the country. By now, most of us are well aware that we are living in an "aging" nation, a trend that will continue well into the next century.

But what about the specifics? The term "elderly," as it is used by the Census Bureau, currently covers anyone and everyone over the age of 65. The problem is, there are now at least three markedly different groups within this one segment, groups so different in age, lifestyle, and income, that we must necessarily develop some new terminology to deal with this highly fragmented and rapidly growing market.

For this group as a whole, the growth projections are quite impressive. In 1980, those aged 65 and over numbered roughly 25.7 million, or 11.3% of the total population. By 1990, this figure will grow to 31.7 million and will comprise 12.7% of all Americans, and by the year 2000, the 65 + population will increase to 34.9 million, a gain of just more than 9 million people in 20 years. This, however, is just the beginning.

By the time the last members of the baby boom generation reach retirement age in 2030, this segment will have expanded to a staggering 64.6 million people, more than 21% of the projected population of just more than 304 million, before reaching an all-time high of 73 million in the year 2080.

One reason this segment is projected to continue growing long after the last of the baby boomers have come and gone has to do with the dramatic increase in the average life expectancy in the U.S. In this century alone, life expectancy has risen from below 50 years to well over 70, with that figure increasing each year. This being the case, those people entering retirement in the year 2000 may well face an entirely new kind of problem: they may have to find some way to take care of their parents, many of whom will only be in their 80s, an age segment that is currently growing faster than any other.

Since 1960, when the age-85-and-over population numbered just 940,000, their numbers have increased by slightly less than 2 million, a staggering 287% jump in the last 25 years alone. Coupled with this is the fact that this segment is projected to grow to more than 4.9 million by the year 2000 and will more than triple again by the year 2050, to reach a projected total of 16 million former baby boomers.

Similarly, the population over age 100 has seen an increase of 12,000 people in just the last five years alone, from 25,000 to 37,000, with projections showing further increases to 108,000 by the year 2000, an overall increase of 992,000 between 1985 and 2050, bringing the total of centenarians in the U.S. to just more than 1 million.

RACE DISTRIBUTION

Aside from noting the well-documented gains recorded in recent years by the Hispanic and Asian populations in the U.S., projections for individual racial and ethnic groups are not broken out in current Census Bureau statistics. As far as overall growth figures are concerned, these groups, lumped together under the Black-and-other-races category, show continued expansion during the next 100 years, growing to around 45.3 million by the year 2000, comprising 16.9% of the total projected population of 267.9 million. In 1980, this segment comprised just 14.1% of the entire population, with projections for the years 2030 and 2080 showing them reaching 20.7% and 25.5%, respectively.

Reflecting the growth in racial and ethnic segments apart from the Black population, the Bureau reports that Blacks will constitute an increasingly smaller portion of this category as a whole, declining from 89.7% in 1970 to 78.9% by the year 2000, and further declining to 70.4% by 2080. This will occur, according to the Bureau, "in spite of the fact that Black fertility is assumed to be considerably above that of other races." The relatively high net immigration rates of races other than Black or White is a contributing factor to this decline.

The White population, for its part, will experience a considerably slower rate of growth, increasing by just 13.8% between 1980 and 2000, while the Black-and-other-races segment grows by 41.3%. This will contribute to a more racially and ethnically mixed U.S. population by the turn of the century, a point that should be of particular interest to marketers who sell to any of these individual groups.

HOUSEHOLDS

In 1985, the average household size in the U.S. was 2.69 people. This figure has been declining steadily since 1970 when there were 3.14 persons per household, and the decline is projected to continue, falling to 2.48 persons per household by the year 2000.

In terms of composition, families (which in 1985 made up 72.3% of all households), will decline to 68.2% of the total by the year 2000, even though the number of family households will increase by 15.3%, a gain of roughly 10 million units. Married-couple households, projected to increase by 11.8% overall—from 50.3 million currently to 56.3 million by the year 2000—will also decline in their share of all households, from 58% to 53.1% by the turn of the century. With the exception of these two categories, all other household types are projected to post increases in their share of total households, including male- and female-headed family households as well as nonfamily households.

Families headed by women will increase not only in sheer numbers (from 10.1 million to 12.7 million, a 25.4% jump), but also in their share of all households, from 11.7% currently to 12% by the year 2000. The same is true for male-headed family households, although their share of all households will continue to remain small, rising from 2.6% in 1985 to 3.1% by the year 2000. In terms of overall growth, however, male-headed family households will post a 47.3% gain, the largest of any family household category.

Nonfamily households, defined by the Census Bureau as "a person maintaining a household while living alone or with persons to whom they are not related," will experience large gains overall, rising 39.7%, from 24.1 million to 33.6 million by the year 2000. Again, male householders in this category will grow faster than their female counterparts, gaining 5.3 million units, a 52.7% increase.

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THE ECONOMY

Unlike statistics that show the future demographic makeup of the nation, economic projections are not quite as easy to come by. The volatile nature of the American economic situation in recent years has caused most forecasters to become more conservative in their prognostications, and many refuse to speculate on anything more distant than next year's inflation rate.

It is difficult, therefore, to come up with the same kind of in-depth projections as those available for people and households, although we can address some of the more general issues facing marketers of goods and services, things such as America's changing economic focus, short-range income and retail sales projections, and the effect that some of the aforementioned demographic changes will have on the labor and housing markets.

MANUFACTURING VS. SERVICES

The miles of press that have been generated concerning the metamorphosis of the nation's economy from manufacturing to services can be boiled down to one simple statement: America's economy *is* changing. In fact, this is not such a new phenomenon, since employment in service-producing industries has exceeded that of manufacturing for more than 40 years now.

In his book *Beyond Industrialization*, author Ronald Shelp cites data from the Bureau of Labor Statistics estimating that by 1990, a full 71% of the U.S. workforce will be employed in service industries. This is not to say that America's manufacturing sector will soon become extinct, but the growth in Third World economic might, based for the most part on cheap labor, will continue to displace capital-intensive industries here at home, creating the necessity for more hi-tech and service industry expansion to take up the slack. In its *1986 U.S. Industrial Outlook*, the Commerce Department provides the following assessment of the current—and future—situation: "Domestically, gains in the hi-tech sectors have exceeded losses in the smokestack industries by a comfortable margin. Hi-tech industries con-

SURVEY HIGHLIGHT

The top 50 metro markets in 1990

Rank 1990	Metro Market	Projected 1990 Pop. (Thous.)	Projected % Change 1985–90
1.	Los Angeles-Long Beach	8,634.9	+ 6.7%
2.	New York	8,570.2	+ 1.6
3.	Chicago	6,173.2	+ 0.8
4.	Philadelphia	4,880.7	+ 1.5
5.	Detroit	4,353.6	− 0.2
6.	Boston-Lawrence-Salem-Lowell-Brockton	3,738.0	+ 0.9
7.	Washington, DC	3,706.7	+ 6.1
8.	Houston	3,637.0	+13.3
9.	Nassau-Suffolk, NY	2,787.2	+ 3.2
10.	Atlanta	2,746.2	+11.6
11.	Dallas	2,610.6	+13.7
12.	St. Louis	2,437.9	+ 0.9
13.	San Diego	2,395.1	+11.9
14.	Baltimore	2,367.8	+ 3.3
15.	Minneapolis-St. Paul	2,357.5	+ 4.6
16.	Anaheim-Santa Ana, CA	2,292.3	+ 7.9
17.	Riverside-San Bernardino, CA	2,196.5	+15.8
18.	Pittsburgh	2,142.7	− 1.7
19.	Phoenix	2,135.5	+16.0
20.	Tampa-St. Petersburg-Clearwater, FL	2,091.8	+11.9
21.	Oakland, CA	2,022.0	+ 6.2
22.	Miami-Hialeah	1,902.5	+ 7.4
23.	Newark, NJ	1,881.1	N.C.
24.	Cleveland	1,845.3	− 1.5
25.	Denver	1,822.9	+11.5
26.	Seattle	1,819.0	+ 5.6
27.	San Francisco	1,617.2	+ 3.9
28.	Kansas City, MO-KS	1,546.8	+ 3.3%
29.	San Jose, CA	1,483.8	+ 6.5
30.	New Orleans	1,428.1	+ 5.9
31.	Sacramento, CA	1,414.8	+11.7
32.	Cincinnati	1,404.8	− 0.1
33.	Milwaukee	1,399.7	− 0.1
34.	Norfolk-Virginia Beach-Newport News	1,379.6	+ 7.1
35.	Fort Worth-Arlington, TX	1,362.7	+15.9
36.	San Antonio, TX	1,332.6	+10.2
37.	Columbus, OH	1,325.1	+ 2.8
38.	Bergen-Passaic, NJ	1,292.2	− 0.1
39.	Fort Lauderdale-Hollywood-Pompano Beach, FL	1,283.9	+10.8
40.	Indianapolis	1,241.2	+ 2.7
41.	Portland, OR	1,180.6	+ 2.7
42.	Salt Lake City-Ogden, UT	1,159.4	+11.0
43.	Charlotte-Gastonia-Rock Hill, NC-SC	1,116.1	+ 6.4
44.	Oklahoma City, OK	1,096.5	+11.4
45.	Hartford-New Britain-Middletown-Bristol, CT	1,095.7	+ 1.9
46.	Monmouth-Ocean, NJ	1,028.3	+ 8.7
47.	Rochester, NY	1,027.0	+ 2.6
48.	Orlando, FL	1,010.4	+16.9
49.	Louisville, KY	978.0	+ 0.7
50.	Middlesex-Somerset-Hunterdon, NJ	974.1	+ 4.3

Notes: **N.C.**—No Change, indicating that the percentage of change is less than 0.1% plus or minus between 1985 and 1990.
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tinue to expand, with employment growing steadily. In contrast, serious structural and regional unemployment still exists in the smokestack sectors and may continue for several years."

This current obsession with a service-based economy has some people rightfully concerned that America might turn its back on heavy manufacturing, embracing services as a quick-fix solution to the larger problem—a shift in the world's economic focus. The plain truth is, America is no longer the center of cheap labor and raw materials it was at the turn of the century. The maturation of this nation's economy, from agricultural giant to industrial giant, is now entering a new phase in which heavy manufacturing takes a back seat to "clean" industries and services.

This doesn't necessarily mean that we are going to become a nation of paper pushers and burger baggers, and it would be a mistake to assume that manufacturing in this country is dead or even dying. The backlash of this current obsession with services has already produced a careful re-evaluation of the kinds of manufacturing best suited to take advantage of the changes in the domestic economy. For example, in California, a state noted primarily

SURVEY HIGHLIGHT

Metro market outlook through 1990

Category	1990 Projection	% Change 1985–90
POPULATION (Thous.)		
U.S. Total	**253,027.0**	**5.06%**
Metro	193,575.5	5.29
Nonmetro	59,451.5	4.32
HOUSEHOLDS (Thous.)		
U.S. Total	**94,773.8**	**7.20%**
Metro	73,011.1	7.51
Nonmetro	21,762.7	6.18
EFFECTIVE BUYING INCOME ($000)		
U.S. Total	**$4,226,154,002**	**50.92%**
Metro	3,450,966,907	51.52
Nonmetro	775,187,195	48.28
AVERAGE HOUSEHOLD EBI		
U.S. Average	**$44,592**	**40.78%**
Metro	47,266	40.94
Nonmetro	N.A.	N.A.
TOTAL RETAIL SALES ($000)		
U.S. Average	**$2,086,383,490**	**49.53%**
Metro	1,707,373,364	50.29
Nonmetro	379,010,126	46.21
PER HOUSEHOLD RETAIL SALES		
U.S. Average	**$22,014**	**39.49%**
Metro	23,385	39.79
Nonmetro	N.A.	N.A.
BUYING POWER INDEX (BPI)		
U.S. Total	**100.0000**	—
Metro	80.6799	+0.40%
Nonmetro	19.3201	−1.66

Notes: **N.A.**—Not Applicable. The **Buying Power Index (BPI)** is a weighted index that combines population, Effective Buying Income, and retail sales, expressing it as a percentage, which indicates a market's ability to buy. All BPI figures are expressed as a percentage of the U.S. total (100.0000). **Effective Buying Income (EBI)** and **Retail sales** projections are expressed in current dollars. The 1990 projections apply to the 317 S&MM metro markets as currently defined by the Office of Management and Budget, Washington, DC.

Source: Sales and Marketing Management's *1986 Survey of Buying Power—Part II*

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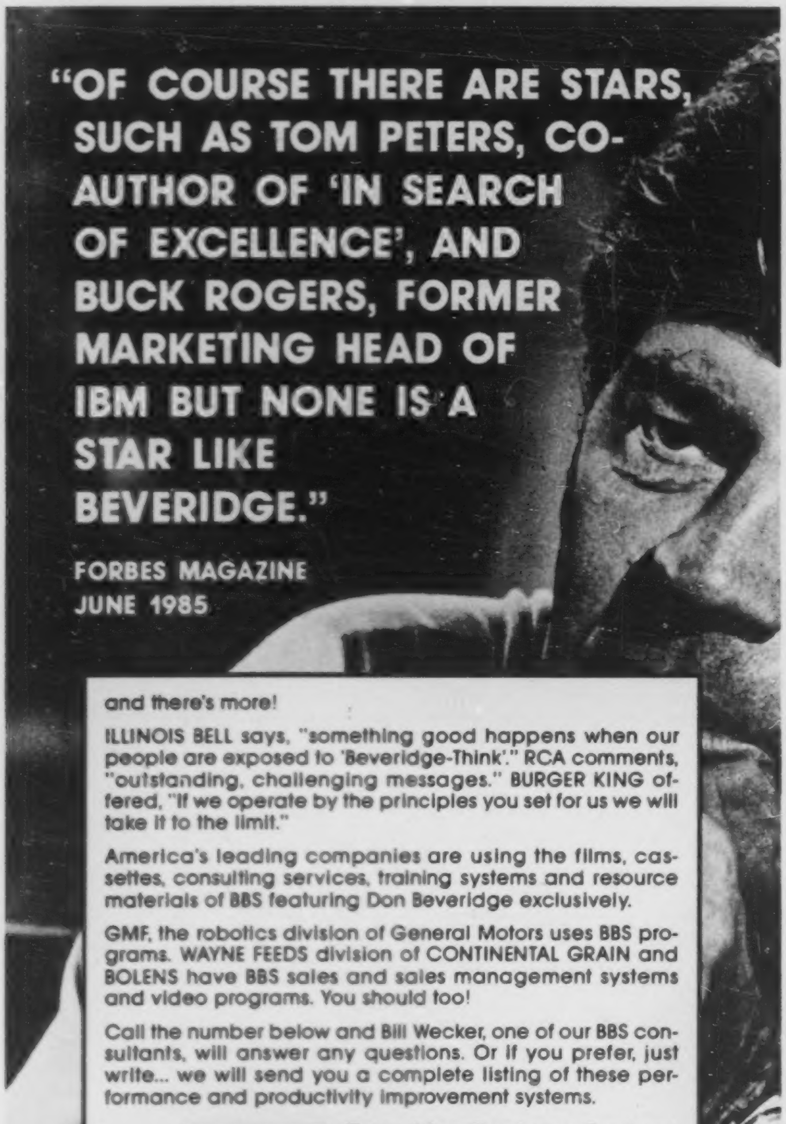
for its agricultural and hi-tech output, marketing plans for the future now include heavy emphasis on the development of manufacturing industries such as steel fabrication and automaking. Christy Campbell Walters, director of the California Commerce Department, shares the state's philosophy on the future of heavy industry: "If you look back about 100 years," she says, "less than 50 percent of all jobs were agriculture-related. Now it's down less than 2 percent, but we've been able to produce more and more, particularly in California, and that's what has made us grow. Manufacturing is going to see that same kind of decline in employment, but with an increase in productivity much the same as agriculture has experienced, and that is where it would be misleading to think that we can ignore manufacturing."

INCOME AND RETAIL SALES

Projections of Effective Buying Income (after-tax income) from this issue of the *Survey of Buying Power—Part II* show five-year increases of between 40% and 60% for individual states, with an average U.S. gain of 50.9% by 1990. Stated in current dollars, total U.S. buying power should by then reach $4.2 trillion, compared with $1.8 trillion in 1980. States with the highest projected rates of increase in total EBI include Nevada (67.6%); Alaska (65.0%); Utah (61.5%); Arizona (61.4%); Colorado (60.2%); and Wyoming (60%). The only exception to this domination by Mountain Region states is Florida, where total EBI is expected to increase by 60.8% between 1985 and 1990.

States with the highest average household EBIs in 1990 show a much different geographic spread, reflecting the higher cost of living in states like Alaska and Hawaii, which will have household EBIs of $55,451 and $53,012, respectively. All other states with figures above the $50,000 mark are located on the nation's East Coast, with Connecticut leading the pack at $59,006; followed by New Jersey ($55,039); the District of Columbia ($53,373); and Massachusetts ($50,789). In terms of the percentage of increase in average household EBI over the next five years, the biggest gainers are projected to be Oregon (+51%); West Virginia (+48.8%); and Kentucky (+48.1%), all charting well above the average U.S. increase of 40.8%. On the down side, Alaska's comparatively slight increase of 31% and New York's 36.1% may cause marketers who deal with these states to downtrend their own growth projections accordingly.

Retail sales expenditures in the U.S. are expected to rise by 49.5% to around $2.1 trillion in 1990, accounting for slightly more than 49%



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of available income. States where retail sales are projected to rise the most over the next five year period include Alaska (67.7%); Nevada (64.6%); Florida (58.7%); Arizona (57.3%); and Wyoming (57.2%), followed by Colorado, New Hampshire, Hawaii, and New Mexico. Retail sales per household figures will remain highest in Alaska ($31,308); New Hampshire ($29,498); Hawaii ($28,139); Massachusetts ($27,407); Wyoming ($27,404); Delaware ($26,983); Connecticut ($26,787); and Nevada ($26,727) due once again to higher cost of living figures that translate into higher prices for retail goods. Possible exceptions to this rule are New Hampshire and Delaware, where liberal tax structures may contribute to high levels of nonresident purchasing which, when coupled with these states' smaller household totals, produces some artificial inflation in these numbers. Retail sales per household in the U.S. overall will average $22,014 in 1990.

EMPLOYMENT AND HOUSING

Perhaps the biggest economic story of the year 2000 will concern America's attempts to deal with an expected overabundance of jobs and housing brought on by the maturation of the baby bust generation, those born between 1965 and 1976.

The tremendous strain placed on the labor and housing markets by the members of the baby boom produced certain fundamental changes in these markets, especially where entry-level jobs and first homes are concerned. These two areas, typically the domain of those aged 18–34, should experience severe surpluses beginning around 1995, when the bulk of the baby bust generation will be in its 20s. Since the job market has expanded considerably in recent years to accommodate the huge number of employment-seeking baby boomers out there, the members of the baby bust may find employers actually competing for their services in order to fill positions. This should help to lower unemployment figures, as well as provide a boost to the average wage.

This same kind of surplus situation is also expected to occur in the housing market, which is currently

SURVEY HIGHLIGHT

Metros with the highest household incomes in 1990: Suburban metros continue strong

1990 Rank	Metro Market	1990 Average Household EBI	% Increase 1985–90
1.	Bridgeport-Stamford-Norwalk-Danbury, CT	**$71,628**	41.19%
2.	Nassau-Suffolk, NY	**67,595**	39.39
3.	Lake County, IL	**66,111**	43.15
4.	Grand Forks, ND	**63,231**	50.59
5.	Washington, DC	**62,273**	41.85
6.	Middlesex-Somerset-Hunterdon, NJ	**61,302**	39.79
7.	San Jose, CA	**61,249**	39.49
8.	Bergen-Passaic, NJ	**61,196**	40.85
9.	Midland, TX	**58,613**	40.03
10.	Newark, NJ	**58,446**	41.42
11.	Anaheim-Santa Ana, CA	**57,562**	37.65
12.	Oxnard-Ventura, CA	**56,826**	39.67
13.	Trenton, NJ	**56,513**	40.98
14.	Honolulu	**56,425**	41.91
15.	San Francisco	**56,242**	39.43
16.	New London-Norwich, CT	**56,034**	42.15
17.	Minneapolis-St. Paul	**55,662**	47.95
18.	Anchorage	**55,646**	28.23
19.	Monmouth-Ocean, NJ	**55,514**	41.67
20.	Wichita, KS	**55,476**	45.62
21.	Kenosha, WI	**55,294**	52.49
22.	Lincoln, NE	**54,897**	51.11
23.	Boston-Lawrence-Salem-Lowell-Brockton	**54,895**	40.64
24.	New Haven-Waterbury-Meriden, CT	**54,743**	41.51
25.	Manchester-Nashua, NH	**54,723**	43.79
26.	Hartford-New Britain-Middletown-Bristol, CT	**$54,722**	38.82%
27.	Brazoria, TX	**54,441**	39.07
28.	Ann Arbor, MI	**53,935**	47.65
29.	Kalamazoo, MI	**53,871**	54.74
30.	Omaha, NE	**53,475**	50.18
31.	Oakland, CA	**53,430**	38.75
32.	Grand Rapids, MI	**53,258**	54.67
33.	Jackson, MI	**52,989**	55.57
34.	Wilmington, DE	**52,953**	44.17
35.	Seattle	**52,753**	47.54
36.	Chicago	**52,750**	44.60
37.	Richland-Kennewick-Pasco, WA	**52,660**	47.85
38.	Bloomington-Normal, IL	**52,434**	47.48
39.	Topeka, KS	**52,389**	45.15
40.	Dallas	**52,229**	40.90
41.	Poughkeepsie, NY	**52,218**	36.33
42.	Portsmouth-Dover-Rochester, NH	**52,208**	43.27
43.	Rochester, MN	**52,181**	46.95
44.	Lansing-East Lansing, MI	**51,549**	49.55
45.	Peoria, IL	**51,423**	43.90
46.	Santa Barbara-Santa Maria-Lompoc, CA	**51,368**	38.64
47.	San Diego	**51,076**	39.28
48.	Aurora-Elgin, IL	**50,980**	37.59
49.	Kansas City, MO-KS	**50,815**	43.82
50.	Santa Fe, NM	**50,648**	47.51
	U.S. Average	**$44,592**	**40.78%**

Notes: **EBI**, or Effective Buying Income, is roughly equivalent to after-tax or disposable income as reported by the Census Bureau. A more complete definition of EBI can be found at the beginning of Section C on page 60.
Source: Sales and Marketing Management's *1986 Survey of Buying Power—Part II*
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experiencing something of a boom. The 75 million post-war babies have created a demand for apartments, homes, condos, and co-ops unequalled in this nation's recent past. This current building and occupancy frenzy should last no more than another 10 years, however, before the baby bust creates a buyer's market in first-home purchases.

Colleges and universities in this country are already experiencing the baby bust phenomenon, with the number of 18-to-24-year-olds falling 5% since 1980 alone. By 1990, this segment is projected to decrease from 13.3% of the population to 10.3%, falling to 9.2% by the year 2000. This adds up to an overall decline of 5.7 million 18-to-24-year-olds in the 20 years between 1980 and 2000, a factor that will also cause recruitment problems for the nation's armed forces, the other beneficiary of a large young adult population. In addition, the 25-to-34-year-old segment will also experience a marked decline, from 41.8 million currently to 36.4 million by the turn of the century, a loss of 5.4 million people.

What this means for the nation's employment situation is that new and different ways will have to be found to deal with these shortages, especially when the first of the baby boomers reach the mandatory retirement age, beginning around 2010. A recent article in *American Demographics* reported that some experts are already advocating that the trend toward early retirement be reversed in order to keep workers in the labor pool longer and alleviate pressures on the Social Security system. As far as dealing with the demand for more workers in the coming years, the authors say that advances in technology and automation may lessen this demand. Whatever the eventual solution, it will take equal measures of both retirees and immigrants to take up the slack in tomorrow's labor market, reversing the notion that industries such as food-service, tourism, and hospitality are strictly the domain of teens and college students. This will constitute the most fundamental change in the nation's current economic structure.

SBP-II: Addressing the alternative geographies

The geographic boundaries assigned to this nation's urban, suburban, and rural areas provide a uniform system by which marketers can identify a city, county, or metro area for purposes of constructing their marketing plans, designing sales territories, or isolating the individual components of a larger market area. Without such a system, the facts and figures collected and published by the Census Bureau and others would mean very little.

Using the county as the basic geographic building block, the government's metropolitan area system allows us to make comparisons of markets (which are actually groups of counties). Their relative size, buying power, and spending habits can be more easily charted against this kind of framework. It is also a very flexible system that allows the geopolitical boundaries that counties supply to be reshuffled, as populations shift and cities spread, causing changes in the degree of urbanization in a given area. But what about markets that don't necessarily conform to the precise lines that county outlines provide? In today's marketing climate, the more nebulous reach of broadcast signals or print media coverage presents marketers with a different kind of problem. How then do we deal with these less well-defined boundaries?

In order to properly address these alternative geographies and their statistics, S&MM created its *Survey of Buying Power—Part II* in 1973. In addition to data on ADIs and newspaper markets, the *Survey* provides a five-year projection of population, households, income, and retail sales for all of the nation's metros and metro counties, as well as rankings on individual merchandise line sales, and—since 1983—a profile of zip code data available from Bill Communications' Market Statistics Div.

In the following pages, an explanation of each of the *SBP-II*'s data sections tells you a little more about the specialized applications of these statistics, as well as how to use them to your ultimate advantage.

Section B: Merchandise Line Sales

The *SBP-II*'s merchandise line sales data, which are current estimates of metro market expenditures in seven

SURVEY HIGHLIGHTS

Tomorrow's fastest-growing markets: Growth? Try Texas and Florida

Rank	Metro Market	Projected % Growth 1985–90	Projected 1990 Pop. (Thous.)
1.	Anchorage	25.0%	296.3
2.	Midland, TX	24.4	139.7
3.	Naples, FL	23.5	145.6
3.	Ocala, FL	23.5	206.6
5.	Fort Pierce, FL	21.5	244.1
6.	Austin, TX	20.8	833.9
7.	Fort Myers-Cape Coral, FL	20.3	321.9
8.	West Palm Beach-Boca Raton-Delray Beach, FL	18.4	864.6
9.	Melbourne-Titusville-Palm Bay, FL	18.3	408.1
10.	Orlando, FL	16.9	1,010.4
11.	Merced, CA	16.4	190.0
12.	McAllen-Edinburg-Mission, TX	16.2	402.1
13.	Phoenix	16.0	2,135.5
14.	Fort Worth-Arlington, TX	15.9	1,362.7
15.	Riverside-San Bernardino, CA	15.8	2,196.5
16.	Las Cruces, NM	15.6	134.0
16.	Odessa, TX	15.6	162.0
18.	Brazoria, TX	15.5	236.4
18.	Fort Walton Beach, FL	15.5	154.2
18.	Sarasota, FL	15.5	286.1
21.	Bryan-College Station, TX	15.0	129.6
21.	Daytona Beach, FL	15.0	361.0
23.	Fort Collins-Loveland, CO	14.8	204.8
24.	Laredo, TX	14.7	135.9
25.	Las Vegas, NV	14.6	635.3

Tomorrow's negative-growth markets: Mansfield off, Duluth on

Rank	Metro Market	Projected % Loss 1985–90	Projected 1990 Pop. (Thous.)
1.	Anderson, IN	−5.5%	125.1
2.	Steubenville-Weirton, OH-WV	−4.2	149.9
3.	Niagara Falls, NY	−3.6	210.7
4.	Duluth, MN	−3.4	249.4
4.	Benton Harbor, MI	−3.4	160.3
6.	Youngstown-Warren, OH	−3.3	499.4
6.	Eugene-Springfield, OR	−3.3	259.1
8.	Muncie, IN	−3.0	121.0
8.	Buffalo	−3.0	953.6
10.	Flint, MI	−2.8	427.5
11.	Jackson, MI	−2.7	144.0
12.	Elmira, NY	−2.5	93.3
12.	Beaver County, PA	−2.5	194.9
12.	Battle Creek, MI	−2.5	134.7
15.	Terre Haute, IN	−2.4	131.0
15.	Pine Bluff, AR	−2.4	87.8
15.	Dubuque, IA	−2.4	89.9
18.	Wheeling, WV	−2.1	178.1
18.	Akron, OH	−2.1	634.7
20.	Cumberland, MD	−1.9	103.8
21.	Dayton-Springfield, OH	−1.8	910.7
22.	St. Joseph, MO	−1.7	85.2
22.	Pittsburgh	−1.7	2,142.7
24.	South Bend-Mishawaka, IN	−1.6	234.9
25.	Saginaw-Bay City-Midland, MI	−1.5	410.5
25.	Pittsfield, MA	−1.5	141.0
25.	Cleveland	−1.5	1,845.3

Source: Sales and Marketing Management's *1986 Survey of Buying Power—Part II*

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specific product categories, help marketers to refine their strategies with information on their particular product market. The metro area rankings, when used in conjunction with the retail sales statistics from the *Survey of Buying Power* (July 28), will show a product's market share, and give marketers a more accurate fix for estimating potential sales on the local level.

When one considers the extent to which retailers practice cross-market merchandising these days, sales data for large store groups can sometimes prove to be misleading. In other words, the store type is not necessarily confined to the product category associated with it. For example, food store sales include much more than just groceries. The difference between statistics for retail store groups (Food Stores) and merchandise line categories (Groceries) should be understood by marketers when establishing quotas and allocating sales support. Otherwise, any incorrect assumptions could lead to unfair quotas and misdirected advertising expenditures.

Section C: Metro Market Projections

Changes in a market's demographic and socioeconomic makeup are of primary importance to marketers, since short-term gains, however profitable, cannot be considered productive if they are made at the expense of a solid, long-term marketing plan. To assist planners in formulating a sound strategy, the *SBP-II* provides five-year metro market projections that can be used to pinpoint those markets with the most growth potential, as well as uncover those areas that will experience little or no growth.

As the single-most important indicator of a market's buying power, Effective Buying Income (EBI) levels are always watched closely by marketers when comparing different markets. Household EBI data are often used by market planners when strengthening the sales force in areas with increased potential. Of course, regardless of a market's so-called level of affluence, the great equalizing factor in the marketer's analysis of a potential growth area is the market's size, with the number of potential customers being a major concern. Territories have consistently been organized around such considerations, and an attempt should always be made to keep such uniformity intact when examining projections for shifts in market concentration.

By examining retail sales totals for metro areas—the third variable in the *SPB-II*'s projections—and converting them to a precentage of total EBI, planners can analyze the degree to which consumers in different areas are spending their available income. An area's expenditure ratio can be determinant for the amount of market support it will receive.

Section D: Newspaper Markets

Cost and coverage questions are of primary importance when it comes

ADVERTISMENT

SUSPICIONS CONFIRMED
#18
26
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STATEMENT OF OWNERSHIP, MANAGEMENT, AND CIRCULATION (Act of Aug. 12, 1970; Section 3685, Title 39, United States Code) of S&MM-SALES AND MARKETING MANAGEMENT, published monthly, except in February, April, July, and October, when it is published twice a month at its general business and publication office 633 Third Avenue, New York, NY 10164-0563 for September 17, 1986.

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The owner is: Bill Communications, Inc., 633 Third Avenue, New York, NY 10164-0563. The names of stock-holders owning or holding one percent or more of the total amount of stock are: Revocable Trust John W. Hartman U/A 10/3/85, Morgan T. Browne, Donald Karas, Bernard Kovach, Irwin Levine, Kenneth Reiss, John Fragale, Bill Communications, Inc., Profit-Sharing and Stock Trust, 633 Third Avenue, New York, NY 10164-0563.

Known bondholders, mortgages, and other security holders owning or holding 1% or more of total amount of bonds, mortgages or other securities: None.

	Average No. Copies Each Issue During Preceding 12 Months	Actual No. Copies Single Issues Nearest To Filing Date
A. Total no. copies printed:	62,009	63,950
B. Paid circulation:		
1. Sales through dealers and carriers, street vendors, and counter sales:	205	0
2. Mail subscriptions:	51,983	50,624
C. Total paid circulation:	52,188	50,624
D. Free distribution (including samples) by mail, carrier, or other means:	3,735	4,130
E. Total distribution (sum of C and D)	55,923	54,754
F. Copies not distributed:		
1. Office use, leftover, unaccounted, spoiled after printing:	6,086	9,196
2. Return from News Agents:	0	0
G. Total (sum of E, F1, and F2 should equal net press run shown in A):	62,009	63,950

I certify that the above statements made by me are correct and complete.

LYNN BUSHELL
Fulfillment Manager

to allocating newspaper advertising for market support in a targeted area.

Too often, marketers ignore data on channels of distribution and concentrate instead on the number of households, the traditional technique for ranking markets for media exposure. For most products, the distribution channel is the retail outlet that handles that particular merchandise line. By analyzing the strength of a market's retail sales for a given store group, the effectiveness of newspaper ads, direct mailings, couponing, etc. can be calculated before a marketer ever commits his advertising dollars.

Section E:
TV Markets

In the 1983 *SBP-II*, the Survey of TV Markets section was reorganized to make it more useful to media marketers in allocating their advertising dollars. Information on audience demographics, such as total population, households, and

SURVEY HIGHLIGHT

The rise and fall of metro buying power: 1990 BPI projections for the top 25 metros

Metro	1985 BPI	1990 BPI	% Change
Los Angeles-Long Beach	3.6083	3.5772	– 0.87%
New York	3.5298	3.3581	– 5.11
Chicago	2.7327	2.6790	– 2.00
Philadelphia	2.0684	2.0413	– 1.33
Detroit	1.8924	1.8062	– 4.77
Boston-Lawrence-Salem-Lowell-Brockton	1.8604	1.7974	– 3.50
Washington, DC	1.8447	1.8776	+ 1.78
Houston	1.4943	1.5375	+ 2.89
Nassau-Suffolk, NY	1.3985	1.3724	– 1.90
Atlanta	1.1377	1.2094	+ 6.30
Dallas	1.1108	1.1852	+ 6.70
Minneapolis-St. Paul	1.1019	1.1362	+ 3.11
Anaheim-Santa Ana, CA	1.0702	1.0818	+ 1.08
St. Louis	1.0627	1.0280	– 3.37
San Diego	.9764	1.0439	+ 6.91
Baltimore	.9691	.9457	– 2.47
Oakland	.9367	.9430	+ 0.67
Newark	.8970	.8605	– 4.24
San Francisco	.8957	.8834	– 1.39
Pittsburgh	.8850	.8039	–10.09
Cleveland	.8269	.7795	– 6.08
Seattle	.8259	.8601	+ 4.14
Phoenix	.7974	.8789	+10.22
Tampa-St. Petersburg-Clearwater, FL	.7945	.8510	+7.11
Denver	.7907	.8421	+6.50

Source: Sales and Marketing Management's *1986 Survey of Buying Power—Part II*
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Black population, was retained, along with EBI and total retail sales statistics. New categories now include Hispanic population and breakouts of total population by six different age groups.

Since TV is the favored medium of national advertisers, the accuracy with which markets and market segments are pinpointed has become a critical element of marketing planning. Also, TV's higher costs—compared with other forms of media—make it even more important that the targeted markets offer the highest possible return on investment.

In the case of the 18- to 34-year-old viewing audience, for instance, locating markets with a high percentage of people in this age bracket can assist marketers who are looking to sell to the baby boom segment of the population. By isolating those markets that exceed a pre-set ratio of 18 to 34 year olds, the effectiveness of a TV ad campaign can be increased, and the advertising budget more efficiently allocated to those markets.

Section F: Zip Code Markets

If a marketer has a need to go beyond the metro or county level in terms of information gathering, zip code areas provide a geographic measurement that allows him to more specifically target those markets that fit his customer profile. In essence, the smaller the area, the more uniformity among customers and prospects.

The zip coding of the 1980 Census of Population and Housing, financed by a group of private data-gathering organizations that included Bill Communications' Market Statistics Div., gives marketers a set of statistics that is more localized than the more traditionally used metro areas that are the basis for S&MM's July *Survey of Buying Power*. The vast array of data available for zips is highly detailed, with such items as race and ethnic type, education level, and even the number of autos and bathrooms per household unit. This information is available for any five-digit zip code, and the implications for marketers are many.

First, in advertising or direct mail campaigns, zip code units can be a more efficient way of getting the right message to the right place. For example, by targeting areas that fit a given customer profile, the wasted coverage and expense of blanket-type campaigns are sharply reduced, and more efficient audience pinpointing is achieved. Advertisers and direct-mail marketers can also gain from the large amount of lifestyle-oriented data that exist for each zip area that give them more insight into an area's sales potential, and help to balance spending between broadcast and print media.

This year's *SBP-II* contains a sampling of characteristics from 7 zip code areas that will give marketers an idea of the type of information that can be had for a given zip. This kind of in-depth data can allow them to fine-tune an area's profile, while eliminating markets that would prove unprofitable.

SURVEY HIGHLIGHT

State household spending habits in 1990: Retail sales as a percentage of income

State	1990 Average Household EBI	1990 Retail Sales Per Household	Sales-to-Income Ratio
Alabama	$35,937	$16,987	47.26%
Alaska	55,451	31,308	56.46
Arizona	38,547	19,835	51.46
Arkansas	35,661	17,449	48.93
California	48,858	23,950	49.02
Colorado	45,096	23,214	51.48
Connecticut	59,006	26,787	45.40
Delaware	48,876	26,983	55.21
District of Columbia	53,373	18,451	34.57
Florida	40,538	22,247	54.88
Georgia	41,662	22,421	53.82
Hawaii	53,012	28,139	53.08
Idaho	40,407	19,127	47.33
Illinois	48,410	20,695	42.75
Indiana	43,086	22,735	52.77
Iowa	40,953	18,653	45.55
Kansas	46,737	21,457	45.91
Kentucky	39,214	19,044	48.56
Louisiana	39,967	20,247	50.66
Maine	39,360	23,712	60.24
Maryland	49,722	25,354	50.99
Massachusetts	50,789	27,407	53.96
Michigan	46,341	22,244	48.00
Minnesota	46,755	25,063	53.60
Mississippi	33,966	18,023	53.06
Missouri	43,366	23,565	54.34
Montana	$35,793	$19,455	54.35%
Nebraska	43,435	20,860	48.03
Nevada	43,137	26,727	61.96
New Hampshire	48,470	29,498	60.86
New Jersey	55,039	24,672	44.83
New Mexico	36,738	21,322	58.04
New York	46,668	19,927	42.70
North Carolina	38,996	21,282	54.57
North Dakota	46,210	24,032	52.01
Ohio	43,687	21,399	48.98
Oklahoma	38,843	20,409	52.54
Oregon	41,257	21,199	51.38
Pennsylvania	42,115	19,799	47.01
Rhode Island	47,573	22,914	48.17
South Carolina	37,051	20,056	54.13
South Dakota	39,652	20,687	52.17
Tennessee	39,051	21,653	55.45
Texas	44,372	22,705	50.60
Utah	40,873	20,016	48.97
Vermont	38,821	25,993	66.96
Virginia	49,168	23,859	48.52
Washington	43,546	20,026	45.99
West Virginia	35,632	18,090	50.77
Wisconsin	43,424	19,462	44.82
Wyoming	46,282	27,404	59.21
U.S. Total	**$44,592**	**$22,014**	**49.37%**

Notes: The Sales-to-Income Ratio shows the percentage of **Average Household Effective Buying Income** spent on retail sales, according to the state's **Retail Sales Per Household** total.
Source: Sales and Marketing Management's *1986 Survey of Buying Power—Part II*
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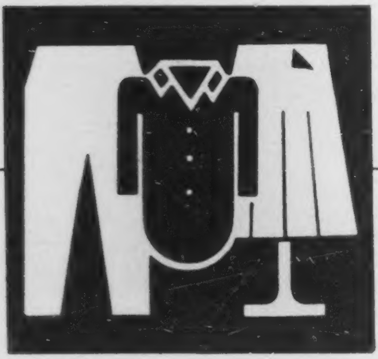
SECTION B

Sales and Marketing
MANAGEMENT

Merchandise

Line

Sales



Data in this Survey of Buying Power—Part II have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Guide to using S&MM METRO AREA MERCHANDISE LINE SALES

Merchandise Line Sales data pertain to the total sales of a product category by the various retail-store types handling that category in the market. That is, if the dollar sales of "groceries and other foods" in food stores, restaurants, department-store lunch counters, snack bars, vending machines, etc., are aggregated, the result would be the merchandise line sales for that category. Hence, merchandise line sales should not be confused with retail store sales, which pertain to the business volume of a type of retail outlet, such as a food store. A food store, of course, sells many more types of merchandise than just food products. Updated from the 1982 Census of Retail Trade, the merchandise line sales data shown in this section refer to seven broad product groups, such as groceries and other food products, footwear, and major household appliances. Merchandise line totals give a more realistic estimate of a particular product's market potential than is provided by the store-type sales associated with the product.

To enhance the usefulness of the merchandise line totals, the Summary of Merchandise Line Sales by Region and State shows for each product category the dollar sales accounted for by a leading store type associated with the product classification. That makes the data helpful in analyzing distribution channels in the market. The dominant store types, and their related merchandise line category, shown in the state and regional summary table are: food stores for groceries and other foods; drugstores for health and beauty aids; apparel stores for women's and girls' clothing; department stores for men's and boys' clothing; apparel stores for footwear; furniture/home furnishings/appliance stores for major household appliances; and furniture/home furnishings/appliance stores for furniture and sleep equipment.

Groceries and other foods includes meat, fish, and poultry; produce; frozen foods; dairy products; bakery products (except frozen); delicatessen items; and all other foods.
(Note: Meals, snacks, alcoholic beverages, packaged alcoholic beverages, and tobacco products are not included.)

Drug, health and beauty aids includes proprietary drugs, health aids, cosmetics, and other hygiene needs.

Women's and girls' clothing includes infants' and toddlers' apparel and accessories; girls' and subteen clothing and accessories; women's, misses', and juniors' furs and fur garments; women's, misses', and juniors' dresses; women's, misses', and juniors' casual and utility coats, jackets, and rainwear; women's, misses', juniors' active sportswear; women's hosiery; women's bras, girdles and foundations; women's, misses', and juniors' lingerie, sleepwear, and loungewear; women's handbags and small leather goods; women's hats, hairpieces, and trimmings; and women's accessories.

Men's and boys' clothing includes boys', young men's, and students' clothing and accessories; men's overcoats, topcoats, rainwear, and outerwear; men's suits, sports coats, formal wear, and tailored slacks; men's jeans and casual slacks, career apparel, and work clothes; men's shirts, novelty shirts, and sweaters; men's hosiery, pajamas, robes, and underwear; men's sportswear; and other men's accessories.

Footwear includes men's and boys' footwear; women's and girls' footwear; children's footwear; and footwear accessories.
(Note: Infants' and toddlers' footwear are not included.)

Major household appliances includes such items as kitchen appliances, laundry appliances, and other major household appliances.

Furniture and sleep equipment includes living room, dining room, and bedroom furniture; sleep furniture and equipment; and all other furniture including outdoor, kitchen, and office furniture.

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(See page 96)

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SUMMARY OF MERCHANDISE LINE SALES BY REGION AND STATE

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1985

REGION	Groceries & Other Foods		Drugs & Health & Beauty Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
State	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Apparel Stores ($000	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
NEW ENGLAND	**15,773,786**	**15,275,948**	**2,930,346**	**1,967,093**	**4,762,061**	**2,387,021**	**2,502,027**	**1,102,839**	**1,238,847**	**880,909**	**905,517**	**388,100**	**1,503,720**	**1,188,282**
Connecticut	3,963,495	3,840,802	737,935	440,569	1,179,194	609,856	613,859	274,971	326,770	250,052	236,698	136,500	414,713	328,363
Maine	1,418,176	1,370,813	197,818	136,166	261,197	103,418	192,124	75,091	104,807	50,428	69,304	27,076	77,741	58,400
Massachusetts	7,256,341	7,031,102	1,470,387	1,032,242	2,512,205	1,276,444	1,254,476	563,736	601,735	431,980	428,628	159,457	748,397	596,332
New Hampshire	1,399,321	1,364,003	216,981	132,258	355,971	162,673	190,711	77,628	93,083	68,872	79,405	23,132	128,129	97,482
Rhode Island	1,081,533	1,048,775	208,828	162,639	310,610	167,231	158,972	71,723	73,008	55,203	57,629	27,093	91,183	71,552
Vermont	654,920	620,453	98,397	63,219	142,884	67,399	91,885	39,690	39,444	24,374	33,853	14,842	43,557	36,153
MIDDLE ATLANTIC	**38,758,412**	**37,677,962**	**8,505,288**	**5,420,016**	**13,399,449**	**6,885,058**	**6,777,086**	**3,355,910**	**3,810,121**	**2,986,683**	**2,231,960**	**1,202,911**	**4,497,309**	**3,477,406**
New Jersey	8,734,878	8,530,228	1,825,507	1,070,602	2,971,369	1,601,705	1,474,149	736,899	828,464	646,679	558,653	323,653	1,035,423	808,943
New York	18,323,295	17,850,595	4,007,600	2,702,330	6,527,796	3,450,250	3,393,723	1,858,977	1,918,776	1,524,084	955,415	496,019	2,219,593	1,771,091
Pennsylvania	11,700,239	11,297,139	2,672,181	1,647,084	3,900,284	1,833,103	1,909,214	760,034	1,062,881	815,920	717,892	383,239	1,242,293	897,372
EAST NORTH CENTRAL	**40,874,297**	**37,857,474**	**9,574,333**	**6,068,593**	**12,789,612**	**6,049,375**	**6,524,148**	**2,533,975**	**3,618,710**	**2,568,478**	**2,546,150**	**1,306,805**	**4,313,419**	**3,306,376**
Illinois	10,212,939	9,728,978	2,584,821	1,577,724	4,014,323	2,038,930	1,954,931	898,077	1,155,212	797,359	689,118	307,852	1,309,106	990,732
Indiana	5,400,341	5,206,924	1,266,538	842,434	1,554,789	750,224	801,213	306,742	439,913	324,950	374,615	178,546	537,136	423,880
Michigan	9,705,633	8,301,656	2,209,504	1,455,732	2,776,995	1,498,827	1,371,010	591,164	778,346	608,424	560,300	343,351	924,862	744,168
Ohio	10,901,920	10,496,942	2,649,453	1,686,785	3,223,157	1,274,012	1,702,195	514,569	886,849	607,697	645,786	328,815	1,117,752	816,884
Wisconsin	4,653,464	4,122,974	864,017	505,918	1,220,348	487,382	694,799	223,423	358,390	230,048	276,331	148,241	424,563	330,712
WEST NORTH CENTRAL	**18,038,042**	**17,169,824**	**3,795,449**	**2,095,689**	**4,833,481**	**2,066,019**	**2,570,929**	**1,009,211**	**1,299,555**	**872,707**	**1,232,817**	**519,631**	**1,815,992**	**1,353,534**
Iowa	2,827,252	2,728,254	524,641	309,364	692,670	313,384	370,083	158,098	182,497	132,398	172,772	79,080	227,337	187,802
Kansas	2,396,329	2,299,674	557,455	315,952	610,237	273,561	347,018	144,585	176,957	126,690	192,492	87,680	249,304	185,949
Minnesota	4,736,851	4,431,929	919,335	507,311	1,336,494	531,481	686,713	269,169	322,264	206,938	295,654	95,077	477,376	334,066
Missouri	5,375,167	5,156,169	1,240,139	653,208	1,447,750	597,194	769,097	267,582	404,310	256,376	364,818	154,833	556,803	384,147
Nebraska	1,491,511	1,409,133	324,105	189,135	402,689	181,714	210,856	82,975	116,664	84,750	120,733	69,915	170,088	144,960
North Dakota	593,099	559,420	113,356	59,571	185,058	89,664	98,898	43,827	51,313	34,795	46,469	19,097	71,941	61,307
South Dakota	617,833	585,245	116,418	61,148	158,583	79,021	88,264	42,975	45,550	30,760	39,879	13,949	63,143	55,303
SOUTH ATLANTIC	**38,214,878**	**36,832,269**	**9,124,162**	**5,387,329**	**12,105,081**	**5,657,418**	**6,019,299**	**2,488,233**	**3,512,774**	**2,446,469**	**2,942,720**	**1,304,375**	**5,349,156**	**4,247,979**
Delaware	631,944	617,272	154,014	91,688	245,143	101,878	126,615	46,671	60,884	43,672	50,486	16,156	91,339	70,391
District of Columbia	489,312	467,311	142,012	88,600	238,875	149,979	118,251	73,232	78,578	61,808	28,319	12,731	72,238	55,588
Florida	10,943,546	10,569,544	2,689,437	1,517,665	3,573,290	1,693,224	1,717,095	681,188	1,019,631	758,122	952,221	491,629	1,681,597	1,338,932
Georgia	5,477,983	5,219,293	1,360,255	812,701	1,803,857	780,022	880,257	351,740	525,361	352,284	380,385	155,358	720,309	560,605
Maryland	4,755,165	4,633,219	1,112,610	645,433	1,505,755	611,267	776,696	309,556	416,659	284,992	297,975	121,234	641,058	459,394
North Carolina	5,651,846	5,422,278	1,341,633	831,384	1,721,057	923,845	865,429	384,136	510,250	350,479	487,576	196,462	856,308	704,018
South Carolina	3,052,279	2,938,774	645,674	377,307	842,496	453,638	430,625	198,335	252,736	174,495	217,767	100,852	350,309	302,867
Virginia	5,439,492	5,263,186	1,276,777	768,324	1,728,402	773,551	864,597	367,235	517,587	328,539	395,617	159,785	781,524	638,455
West Virginia	1,773,311	1,701,392	401,750	254,227	446,206	170,014	239,734	76,140	131,088	92,078	132,374	50,168	154,474	117,729
EAST SOUTH CENTRAL	**13,710,150**	**13,156,633**	**3,417,092**	**2,149,423**	**3,903,537**	**1,881,047**	**1,994,660**	**836,648**	**1,140,427**	**785,340**	**982,015**	**423,697**	**1,540,336**	**1,240,251**
Alabama	3,482,868	3,355,554	817,558	529,289	959,650	514,592	491,177	246,182	272,932	199,106	231,836	89,358	388,172	316,293
Kentucky	3,358,873	3,232,503	853,221	546,604	904,265	399,477	467,201	161,923	250,960	165,314	230,358	112,082	340,899	274,229
Mississippi	2,291,931	2,206,192	553,117	367,577	601,164	276,395	300,440	123,795	187,946	121,247	181,174	68,884	256,405	208,251
Tennessee	4,576,478	4,362,384	1,193,196	705,953	1,438,458	690,583	735,842	304,748	428,589	299,673	338,647	153,373	554,860	441,478
WEST SOUTH CENTRAL	**25,179,521**	**24,130,528**	**6,062,256**	**2,979,410**	**8,143,930**	**4,333,393**	**4,196,987**	**2,010,410**	**2,576,004**	**1,910,405**	**2,084,672**	**858,800**	**3,160,302**	**2,503,250**
Arkansas	2,027,587	1,926,389	481,350	273,384	530,358	286,745	276,727	118,674	150,447	111,049	150,193	66,694	221,721	171,747
Louisiana	4,174,021	4,048,226	1,041,360	606,782	1,221,213	629,147	640,061	309,462	418,324	311,235	392,466	171,571	522,747	417,748
Oklahoma	3,284,907	3,131,071	733,746	340,399	953,544	540,787	518,491	274,904	275,158	207,005	242,975	111,712	413,472	339,243
Texas	15,693,006	15,024,842	3,805,800	1,758,845	5,438,815	2,876,714	2,761,708	1,307,370	1,732,075	1,281,116	1,299,038	508,823	2,002,362	1,574,512
MOUNTAIN	**12,841,380**	**12,306,434**	**3,170,507**	**1,761,075**	**3,659,891**	**1,529,057**	**1,933,991**	**727,291**	**1,071,827**	**729,469**	**908,858**	**468,257**	**1,555,945**	**1,233,766**
Arizona	3,202,279	3,034,177	836,344	490,730	1,013,751	331,237	478,774	136,144	253,041	169,578	198,168	95,353	410,312	320,709
Colorado	3,424,161	3,320,713	780,998	380,755	1,011,184	434,421	558,801	216,981	305,504	214,444	255,792	130,818	474,566	375,366
Idaho	926,777	892,970	216,315	148,392	197,596	93,288	116,668	48,379	63,138	35,548	65,760	45,775	81,720	70,837
Montana	873,556	837,641	185,807	122,787	194,746	99,267	99,520	51,392	56,116	39,300	69,158	37,342	92,301	73,284
Nevada	1,064,522	1,025,850	366,358	183,573	382,954	145,969	208,669	73,186	115,073	82,053	89,106	46,048	128,156	89,414
New Mexico	1,383,801	1,322,614	303,960	154,612	363,026	191,456	190,393	89,334	116,182	87,490	97,332	42,045	146,710	119,734
Utah	1,366,556	1,296,355	350,108	198,690	375,773	159,118	214,192	75,336	125,583	72,043	101,385	55,682	170,472	144,781
Wyoming	599,728	576,114	130,617	81,536	120,861	74,301	66,974	36,539	37,190	29,013	32,157	15,194	51,708	39,641
PACIFIC	**36,174,304**	**33,627,637**	**8,704,776**	**4,470,904**	**11,989,755**	**5,848,668**	**6,382,162**	**2,991,694**	**3,590,321**	**2,676,226**	**2,407,478**	**1,141,772**	**4,237,759**	**3,163,051**
Alaska	689,864	644,083	167,391	73,936	190,031	88,788	107,655	48,916	61,465	28,223	54,756	7,131	69,275	41,422
California	27,444,710	25,839,727	6,603,379	3,350,235	9,361,679	4,455,139	4,959,468	2,304,285	2,814,499	2,145,846	1,866,948	915,000	3,371,688	2,541,485
Hawaii	1,087,730	959,016	315,920	191,811	497,753	288,453	259,145	149,901	95,467	82,382	60,124	27,326	98,082	68,110
Oregon	2,646,370	2,123,775	615,877	257,126	688,634	363,444	388,236	179,228	234,909	157,095	163,131	79,219	250,592	186,333
Washington	4,305,630	4,061,036	1,002,209	597,796	1,251,658	652,844	667,658	309,364	383,981	262,680	262,519	113,096	448,122	325,701
TOTAL UNITED STATES	**239,564,770**	**228,034,709**	**55,284,209**	**32,299,532**	**75,586,797**	**36,637,056**	**38,901,289**	**17,056,211**	**21,858,586**	**15,856,686**	**16,242,187**	**7,614,348**	**27,973,938**	**21,713,895**

GROCERY & OTHER FOOD SALES

Area	($000)	Rank
Los Angeles - Lung Beach, Cal.	8,274,802	1
New York, N.Y.	7,639,474	2
Chicago, Ill.	5,531,598	3
Detroit, Mich.	4,736,271	4
Philadelphia, Pa.	4,704,716	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	4,440,835	6
Washington, D.C.	3,907,479	7
Nassau - Suffolk, N.Y.	3,589,258	8
Houston, Tex.	3,273,456	9
Minneapolis - St. Paul, Minn.	2,701,748	10
St. Louis, Mo.	2,638,546	11
Atlanta, Ga.	2,412,443	12
Dallas, Tex.	2,330,424	13
Anaheim - Santa Ana, Cal.	2,328,756	14
Baltimore, Md.	2,289,781	15
Cleveland, Ohio	2,188,357	16
Newark, N.J.	2,163,849	17
Pittsburgh, Pa.	2,155,673	18
Oakland, Cal.	2,054,936	19
San Francisco, Cal.	2,014,643	20
San Diego, Cal.	2,013,725	21
Phoenix, Ariz.	1,977,601	22
Riverside - San Bernardino, Cal.	1,895,579	23
Tampa - St. Petersburg - Clearwater, Fla.	1,817,560	24
Seattle, Wash.	1,807,381	25
Denver, Colo.	1,783,546	26
Miami - Hialeah, Fla.	1,706,929	27
Bergen - Passaic, N.J.	1,647,753	28
Kansas City, Mo.-Kans.	1,635,356	29
San Jose, Cal.	1,566,415	30
Milwaukee, Wisc.	1,451,856	31
Cincinnati, Ohio	1,447,882	32
New Orleans, La.	1,371,712	33
Sacramento, Cal.	1,290,987	34
Hartford, New Britain - Middletown - Bristol, Conn.	1,285,885	35
Columbus, Ohio	1,264,984	36
Portland, Ore.	1,220,794	37
Fort Worth - Arlington, Tex.	1,198,300	38
Middlesex - Somerset - Hunterdon, N.J.	1,177,391	39
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	1,176,628	40
Indianapolis, Ind.	1,145,601	41
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	1,136,205	42
Bridgeport - Stamford - Norwalk - Danbury, Conn.	1,134,186	43
Buffalo, N.Y.	1,122,062	44
Monmouth - Ocean, N.J.	1,114,474	45
Oklahoma City, Okla.	1,107,673	46
San Antonio, Tex.	1,054,626	47
Norfolk - Virginia Beach - Newport News, Va.	1,045,579	48
Providence - Pawtucket - Woonsocket, R.I.	999,751	49
Albany - Schenectady - Troy, N.Y.	999,167	50
Total Top 50	**112,974,633**	
Memphis, Tenn.	998,254	51
Rochester, N.Y.	980,639	52
New Haven - Waterbury - Meriden, Conn.	968,483	53
Dayton - Springfield, Ohio	936,600	54
Louisville, Ky.	904,954	55
Birmingham, Ala.	868,028	56
Salt Lake City - Ogden, Utah	860,551	57
Nashville, Tenn.	839,475	58
Orlando, Fla.	835,025	59
Richmond - Petersburg, Va.	821,703	60
Greensboro - Winston-Salem - High Point, N.C.	815,824	61
West Palm Beach - Boca Raton - Delray Beach, Fla.	795,734	62
Toledo, Ohio	771,252	63
Honolulu, Haw.	743,006	64
New Bedford - Fall River - Attleboro, Mass.	737,867	65
Worcester - Fitchburg - Leominster, Mass.	724,976	66
Springfield, Mass.	720,827	67
Harrisburg - Lebanon - Carlisle, Pa.	720,421	68
Tulsa, Okla.	717,410	69
Scranton - Wilkes-Barre, Pa.	715,597	70
Grand Rapids, Mich.	709,161	71
Jacksonville, Fla.	692,765	72
Syracuse, N.Y.	691,471	73
Gary - Hammond, Ind.	683,736	74
Knoxville, Tenn.	675,475	75
Akron, Ohio	674,458	76
Allentown - Bethlehem, Pa.	652,363	77
Greenville - Spartanburg, S.C.	617,828	78
Jersey City, N.J.	598,388	79
Omaha, Neb.	596,468	80
Las Vegas, Nev.	592,229	81
Raleigh - Durham, N.C.	575,512	82
Austin, Tex.	575,379	83
Chattanooga, Tenn.	565,818	84
Tucson, Ariz.	550,541	85
Oxnard - Ventura, Cal.	540,090	86
Fresno, Cal.	529,070	87
Flint, Mich.	526,300	88
Wilmington, Del.	518,805	89
Baton Rouge, La.	516,259	90
Mobile, Ala.	506,101	91
Lansing - East Lansing, Mich.	498,633	92
Little Rock - North Little Rock, Ark.	490,313	93
Youngstown - Warren, Ohio	476,396	94
Bakersfield, Cal.	470,745	95
Tacoma, Wash.	470,562	96
Saginaw - Bay City - Midland, Mich.	448,665	97
Albuquerque, N.M.	444,381	98
Charleston, S.C.	437,274	99
Portsmouth - Dover - Rochester, N.H.	433,949	100
Total Top 100	**146,210,394**	
Canton, Ohio	428,803	101
Des Moines, Iowa	425,140	102
Lancaster, Pa.	420,845	103
Santa Barbara - Santa Maria - Lompoc, Cal.	418,482	104
Johnson City - Kingsport - Bristol, Tenn.	411,603	105
Beaumont - Port Arthur, Tex.	410,553	106
Wichita, Kans.	399,870	107
Stockton, Cal.	387,775	108
Portland, Me.	385,737	109
El Paso, Tex.	383,498	110
Madison, Wisc.	382,027	111
Manchester - Nashua, N.H.	378,434	112
Santa Rosa - Petaluma, Cal.	371,468	113
Atlantic City, N.J.	369,681	114
Trenton, N.J.	368,404	115
Lake County, Ill.	365,516	116
Vallejo - Fairfield - Napa, Cal.	364,574	117
Davenport - Rock Island - Moline, Iowa-Ill.	356,941	118
Shreveport, La.	349,639	119
York, Pa.	349,178	120
Columbia, S.C.	346,933	121
Jackson, Miss.	345,905	122
Utica - Rome, N.Y.	345,444	123
Spokane, Wash.	344,844	124
Fort Wayne, Ind.	344,202	125
Corpus Christi, Tex.	337,165	126
Orange County, N.Y.	332,026	127
Reading, Pa.	330,532	128
Peoria, Ill.	327,815	129
Lexington-Fayette, Ky.	327,256	130
Evansville, Ind.	324,218	131
Lakeland - Winter Haven, Fla.	321,144	132
Anchorage, Alas.	316,587	133
Huntington - Ashland, W.Va.-Ky.	314,836	134
Augusta, Ga.	310,992	135
Modesto, Cal.	308,971	136
Daytona Beach, Fla.	305,937	137
Visalia - Tulare - Porterville, Cal.	303,360	138
Colorado Springs, Colo.	301,885	139
Aurora - Elgin, Ill.	295,355	140
Erie, Pa.	295,332	141
Binghamton, N.Y.	286,714	142
Poughkeepsie, N.Y.	282,380	143
Charleston, W.Va.	280,952	144
Fort Myers - Cape Coral, Fla.	279,078	145
New London - Norwich, Conn.	277,484	146
Duluth, Minn.	275,938	147
Ann Arbor, Mich.	275,131	148
Macon - Warner Robins, Ga.	274,816	149
Pensacola, Fla.	274,715	150
Total Top 150	**163,226,509**	
Sarasota, Fla.	273,896	151
Melbourne - Titusville - Palm Bay, Fla.	273,659	152
Reno, Nev.	265,708	153
Rockford, Ill.	264,260	154
Boulder - Longmont, Colo.	262,225	155
Lorain - Elyria, Ohio	261,272	156
Salinas - Seaside - Monterey, Cal.	257,965	157
Springfield, Mo.	254,271	158
Appleton - Oshkosh - Neenah, Wisc.	254,044	159
Joliet, Ill.	252,685	160
McAllen - Edinburg - Mission, Tex.	249,718	161
Montgomery, Ala.	248,600	162
South Bend - Mishawaka, Ind.	244,884	163
Johnstown, Pa.	244,553	164
Eugene - Springfield, Ore.	239,821	165
Galveston - Texas City, Tex.	239,792	166
Hamilton - Middletown, Ohio	235,595	167
Niagara Falls, N.Y.	234,056	168
Kalamazoo, Mich.	228,013	169
Santa Cruz, Cal.	227,610	170
Brownsville - Harlingen, Tex.	226,687	171
Roanoke, Va.	226,010	172
Lafayette, La.	225,229	173
Savannah, Ga.	221,626	174
Hickory, N.C.	220,079	175
Lubbock, Tex.	212,572	176
Longview - Marshall, Tex.	210,440	177
Fort Pierce, Fla.	208,289	178
Pittsfield, Mass.	204,717	179
Lake Charles, La.	201,499	180
Brazoria, Tex.	200,406	181
Beaver County, Pa.	199,958	182
Salem, Ore.	197,918	183
Amarillo, Tex.	194,005	184
Houma - Thibodaux, La.	188,593	185
Elkhart - Goshen, Ind.	188,503	186
Medford, Ore.	187,912	187
Odessa, Tex.	186,728	188
Asheville, N.C.	184,342	189
Gainesville, Fla.	183,406	190
Chico, Cal.	183,285	191
Huntsville, Ala.	183,263	192
Tallahassee, Fla.	183,133	193
Wheeling, W.Va.	182,398	194
Springfield, Ill.	182,237	195
Boise, Ida.	179,995	196
Bradenton, Fla.	179,448	197
Topeka, Kans.	178,650	198
Midland, Tex.	177,529	199
Fayetteville, N.C.	176,828	200
Total Top 200	**174,114,831**	
Columbus, Ga.	176,596	201
Lincoln, Neb.	174,783	202
Fort Collins - Loveland, Colo.	174,550	203
Waco, Tex.	172,679	204
Muskegon, Mich.	169,561	205
Racine, Wisc.	167,295	206
Bangor, Me.	166,219	207
Provo - Orem, Utah	165,725	208
Cedar Rapids, Iowa	165,354	209
Terre Haute, Ind.	165,063	210
Yakima, Wash.	165,029	211
Biloxi - Gulfport, Miss.	164,691	212
St. Cloud, Minn.	162,619	213
Vancouver, Wash.	160,582	214
Battle Creek, Mich.	159,590	215
Killeen - Temple, Tex.	159,565	216
Burlington, Vt.	159,349	217
Naples, Fla.	159,085	218
Steubenville - Weirton, Ohio-W.Va.	158,604	219
Ocala, Fla.	158,486	220
Lima, Ohio	157,446	221
Tuscaloosa, Ala.	155,944	222
Billings, Mont.	154,612	223
Jackson, Mich.	153,442	224
Parkersburg - Marietta, W.Va.-Ohio	152,330	225
Redding, Cal.	151,172	226
Tyler, Tex.	150,938	227
Joplin, Mo.	150,654	228
Anderson, Ind.	147,265	229
Benton Harbor, Mich.	146,386	230
Vineland - Millville - Bridgeton, N.J.	146,190	231
Champaign - Urbana - Rantoul, Ill.	145,310	232
Athens, Ga.	144,160	233
Altoona, Pa.	142,858	234
Green Bay, Wisc.	142,574	235
Richland - Kennewick - Pasco, Wash.	141,146	236
Lynchburg, Va.	139,902	237
Laredo, Tex.	139,763	238
Olympia, Wash.	139,479	239
Abilene, Tex.	138,384	240
Glens Falls, N.Y.	136,542	241
Fargo - Moorhead, N.D.-Minn.	136,146	242
Janesville - Beloit, Wisc.	136,028	243
Anderson, S.C.	134,892	244
Wilmington, N.C.	132,787	245
Bremerton, Wash.	132,475	246
Charlottesville, Va.	130,976	247
Kenosha, Wisc.	130,599	248
Muncie, Ind.	129,863	249
Lewiston - Auburn, Me.	129,603	250
Total Top 250	**181,690,122**	
Pascagoula, Miss.	128,644	251
Rochester, Minn.	127,903	252
Dothan, Ala.	127,164	253
Merced, Cal.	126,352	254
Waterloo - Cedar Falls, Iowa	126,227	255
Yuba City, Cal.	126,097	256
Mansfield, Ohio	126,069	257
Eau Claire, Wisc.	125,549	258
Wichita Falls, Tex.	125,188	259
Texarkana, Tex.-Ark.	124,173	260
Monroe, La.	123,136	261
Decatur, Ill.	122,788	262
Williamsport, Pa.	122,317	263
Fort Smith, Ark.	121,408	264
Sioux Falls, S.D.	120,619	265
Sioux City, Iowa	119,851	266
Bryan - College Station, Tex.	119,286	267
Albany, Ga.	119,009	268
Pueblo, Colo.	118,540	269
Florence, S.C.	116,035	270
Bellingham, Wash.	113,541	271
Alexandria, La.	112,291	272
Fort Walton Beach, Fla.	111,329	273
St. Joseph, Mo.	109,258	274
Sharon, Pa.	109,043	275
Fayetteville - Springdale, Ark.	108,740	276
Greeley, Colo.	108,206	277
San Angelo, Tex.	108,164	278
Hagerstown, Md.	107,528	279
Bloomington - Normal, Ill.	106,586	280
Kokomo, Ind.	106,448	281
Clarksville - Hopkinsville, Tenn.-Ky.	104,025	282
Burlington, N.C.	103,173	283
Florence, Ala.	102,461	284
Santa Fe, N.M.	101,763	285
Lafayette - West Lafayette, Ind.	101,374	286
Gadsden, Ala.	99,648	287
State College, Pa.	97,549	288
Wausau, Wisc.	97,410	289
Jacksonville, N.C.	95,531	290
Cumberland, Md.	93,612	291
Dubuque, Iowa	93,272	292
Columbia, Mo.	92,494	293
Sherman - Denison, Tex.	92,399	294
Bloomington, Ind.	92,121	295
Owensboro, Ky.	91,140	296
Lawton, Okla.	90,891	297
Kankakee, Ill.	89,984	298
Rapid City, S.D.	89,161	299
Danville, Va.	88,867	300
Casper, Wyo.	85,529	301
Anniston, Ala.	85,493	302
La Crosse, Wisc.	84,933	303
Bismarck, N.D.	82,677	304
Sheboygan, Wisc.	82,620	305
Elmira, N.Y.	81,331	306
Jackson, Tenn.	80,803	307
Victoria, Tex.	80,769	308
Panama City, Fla.	80,433	309
Las Cruces, N.M.	79,833	310
Pine Bluff, Ark.	78,262	311
Iowa City, Iowa	72,590	312
Enid, Okla.	69,314	313
Cheyenne, Wyo.	65,238	314
Great Falls, Mont.	63,994	315
Lawrence, Kans.	62,963	316
Grand Forks, N.D.	47,143	317
Total Above Areas	**188,458,411**	
Percent of U.S.	**78.6670**	
U.S. Total	**239,564,770**	

DRUG, HEALTH AID & BEAUTY AID SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	2,060,874	1
New York, N.Y.	1,857,087	2
Chicago, Ill.	1,506,502	3
Philadelphia, Pa.	1,266,887	4
Detroit, Mich.	1,222,572	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	953,751	6
Washington, D.C.	935,068	7
Houston, Tex.	789,705	8
Nassau - Suffolk, N.Y.	731,159	9
Atlanta, Ga.	650,633	10
Dallas, Tex.	630,895	11
Anaheim - Santa Ana, Cal.	590,492	12
St. Louis, Mo.	578,131	13
Baltimore, Md.	556,471	14
Cleveland, Ohio	556,219	15
Minneapolis - St. Paul, Minn.	555,346	16
Miami - Hialeah, Fla.	545,279	17
Phoenix, Ariz.	542,526	18
Oakland, Cal.	531,177	19
San Diego, Cal.	518,609	20
Pittsburgh, Pa.	492,094	21
San Francisco, Cal.	484,077	22
Seattle, Wash.	460,726	23
Kansas City, Mo.-Kans.	441,838	24
Tampa - St. Petersburg - Clearwater, Fla.	420,869	25
Denver, Colo.	408,839	26
Newark, N.J.	407,448	27
Riverside - San Bernardino, Cal.	396,057	28
San Jose, Cal.	386,296	29
Bergen - Passaic, N.J.	380,276	30
New Orleans, La.	366,729	31
Cincinnati, Ohio	352,683	32
Indianapolis, Ind.	326,360	33
Columbus, Ohio	324,864	34
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	321,470	35
Sacramento, Cal.	307,419	36
Hartford - New Britain - Middletown - Bristol, Conn.	305,001	37
Milwaukee, Wisc.	301,007	38
Fort Worth - Arlington, Tex.	286,258	39
Memphis, Tenn.	278,924	40
Portland, Ore.	269,387	41
Louisville, Ky.	260,558	42
Oklahoma City, Okla.	247,403	43
Honolulu, Haw.	246,208	44
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	241,002	45
Toledo, Ohio	238,328	46
Salt Lake City - Ogden, Utah	233,878	47
San Antonio, Tex.	230,035	48
Middlesex - Somerset - Hunterdon, N.J.	228,415	49
Nashville, Tenn.	226,704	50
Total Top 50	**27,450,536**	
Las Vegas, Nev.	226,415	51
Buffalo, N.Y.	224,681	52
Norfolk - Virginia Beach - Newport News, Va.	224,145	53
Richmond - Petersburg, Va.	223,107	54
Monmouth - Ocean, N.J.	213,286	55
Dayton - Springfield, Ohio	212,666	56
Rochester, N.Y.	207,822	57
West Palm Beach - Boca Raton - Delray Beach, Fla.	195,398	58
Providence - Pawtucket - Woonsocket, R.I.	193,540	59
Albany - Schenectady - Troy, N.Y.	192,985	60
Bridgeport - Stamford - Norwalk - Danbury, Conn.	192,337	61
Greensboro - Winston-Salem - High Point, N.C.	191,650	62
Birmingham, Ala.	189,405	63
Raleigh - Durham, N.C.	184,369	64
Scranton - Wilkes-Barre, Pa.	175,789	65
Akron, Ohio	169,810	66
Orlando, Fla.	169,693	67
Tulsa, Okla.	164,440	68
Tucson, Ariz.	163,713	69
Knoxville, Tenn.	162,702	70
Worcester - Fitchburg - Leominster, Mass.	159,931	71
New Haven - Waterbury - Meriden, Conn.	153,329	72
Jacksonville, Fla.	152,856	73
Austin, Tex.	151,374	74
Omaha, Neb.	146,001	75
Springfield, Mass.	143,909	76
Gary - Hammond, Ind.	140,342	77
Greenville - Spartanburg, S.C.	135,837	78
Allentown - Bethlehem, Pa.	135,480	79
Syracuse, N.Y.	135,256	80
Grand Rapids, Mich.	132,714	81
Fresno, Cal.	126,695	82
Youngstown - Warren, Ohio	125,975	83
Harrisburg - Lebanon - Carlisle, Pa.	125,727	84
Flint, Mich.	125,278	85
Wilmington, Del.	123,568	86
Oxnard - Ventura, Cal.	122,871	87
Baton Rouge, La.	122,182	88
Jersey City, N.J.	109,208	89
Mobile, Ala.	105,059	90
Jackson, Miss.	103,708	91
Santa Barbara - Santa Maria - Lompoc, Cal.	103,122	92
Little Rock - North Little Rock, Ark.	102,647	93
Johnson City - Kingsport - Bristol, Tenn.	102,308	94
Lake County, Ill.	102,133	95
New Bedford - Fall River - Attleboro, Mass.	101,143	96
Albuquerque, N.M.	101,069	97
Stockton, Cal.	100,820	98
Anchorage, Alas.	100,736	99
Canton, Ohio	99,954	100
Total Top 100	**35,019,721**	
El Paso, Tex.	99,803	101
Wichita, Kans.	98,622	102
Saginaw - Bay City - Midland, Mich.	97,620	103
Bakersfield, Cal.	97,010	104
Beaumont - Port Arthur, Tex.	94,174	105
Reno, Nev.	92,950	106
Atlantic City, N.J.	92,016	107
Tacoma, Wash.	91,002	108
Lansing - East Lansing, Mich.	90,443	109
Chattanooga, Tenn.	89,225	110
Lexington-Fayette, Ky.	89,221	111
Trenton, N.J.	88,785	112
Spokane, Wash.	87,464	113
Charleston, S.C.	85,985	114
Melbourne - Titusville - Palm Bay, Fla.	85,835	115
Santa Rosa - Petaluma, Cal.	84,894	116
Fort Wayne, Ind.	81,280	117
Corpus Christi, Tex.	80,129	118
Augusta, Ga.	80,004	119
Columbia, S.C.	79,244	120
Vallejo - Fairfield - Napa, Cal.	76,688	121
Des Moines, Iowa	76,512	122
Huntington - Ashland, W.Va.-Ky.	75,594	123
Aurora - Elgin, Ill.	75,536	124
Modesto, Cal.	75,217	125
Manchester - Nashua, N.H.	75,175	126
Springfield, Mo.	74,733	127
Utica - Rome, N.Y.	74,238	128
Shreveport, La.	73,458	129
Davenport - Rock Island - Moline, Iowa-Ill.	73,208	130
Macon - Warner Robins, Ga.	72,891	131
Peoria, Ill.	72,869	132
Lancaster, Pa.	71,688	133
Sarasota, Fla.	70,895	134
McAllen - Edinburg - Mission, Tex.	70,774	135
Montgomery, Ala.	69,600	136
Daytona Beach, Fla.	69,215	137
Salinas - Seaside - Monterey, Cal.	68,992	138
Ann Arbor, Mich.	68,295	139
Charleston, W.Va.	67,038	140
Joliet, Ill.	65,162	141
Portsmouth - Dover - Rochester, N.H.	65,109	142
Lakeland - Winter Haven, Fla.	64,240	143
Binghamton, N.Y.	64,237	144
York, Pa.	64,071	145
Reading, Pa.	63,795	146
Rockford, Ill.	63,078	147
Fort Myers - Cape Coral, Fla.	62,283	148
Evansville, Ind.	62,004	149
Colorado Springs, Colo.	61,733	150
Total Top 150	**38,893,775**	
South Bend - Mishawaka, Ind.	61,400	151
Madison, Wisc.	60,391	152
Eugene - Springfield, Ore.	60,006	153
Portland, Me.	57,825	154
Orange County, N.Y.	57,219	155
Roanoke, Va.	57,079	156
Pensacola, Fla.	56,330	157
Visalia - Tulare - Porterville, Cal.	56,269	158
Odessa, Tex.	56,250	159
Brownsville - Harlingen, Tex.	55,235	160
Savannah, Ga.	54,733	161
Boulder - Longmont, Colo.	54,297	162
Lubbock, Tex.	54,133	163
Hickory, N.C.	53,791	164
Duluth, Minn.	53,535	165
Lafayette, La.	53,479	166
Kalamazoo, Mich.	53,416	167
Lake Charles, La.	51,454	168
Hamilton - Middletown, Ohio	51,242	169
Lorain - Elyria, Ohio	50,932	170
Amarillo, Tex.	50,529	171
Erie, Pa.	50,157	172
Niagara Falls, N.Y.	49,958	173
Poughkeepsie, N.Y.	49,681	174
Springfield, Ill.	49,490	175
Salem, Ore.	49,210	176
Asheville, N.C.	48,997	177
Longview - Marshall, Tex.	48,265	178
Huntsville, Ala.	48,250	179
Boise, Ida.	47,741	180
Topeka, Kans.	47,519	181
Biloxi - Gulfport, Miss.	46,299	182
Columbus, Ga.	45,872	183
Houma - Thibodaux, La.	45,841	184
Parkersburg - Marietta, W.Va.-Ohio	45,635	185
Appleton - Oshkosh - Neenah, Wisc.	45,264	186
Bradenton, Fla.	44,090	187
Midland, Tex.	44,006	188
Wheeling, W.Va.	43,677	189
Chico, Cal.	43,543	190
Waco, Tex.	43,496	191
New London - Norwich, Conn.	43,255	192
Fort Pierce, Fla.	43,014	193
Gainesville, Fla.	42,542	194
Santa Cruz, Cal.	42,185	195
Beaver County, Pa.	41,921	196
Provo - Orem, Utah	41,620	197
Lincoln, Neb.	41,231	198
Galveston - Texas City, Tex.	41,166	199
Fayetteville, N.C.	40,796	200
Total Top 200	**41,360,041**	
Abilene, Tex.	39,965	201
Brazoria, Tex.	39,902	202
Pittsfield, Mass.	39,160	203
Green Bay, Wisc.	38,792	204
Yakima, Wash.	37,906	205
Redding, Cal.	37,650	206
Lima, Ohio	37,368	207
Champaign - Urbana - Rantoul, Ill.	37,206	208
Richland - Kennewick - Pasco, Wash.	37,153	209
Tallahassee, Fla.	37,111	210
Vancouver, Wash.	37,105	211
Lynchburg, Va.	37,013	212
Johnstown, Pa.	36,905	213
Billings, Mont.	36,634	214
Killeen - Temple, Tex.	36,343	215
Anderson, Ind.	36,306	216
Tyler, Tex.	36,093	217
Athens, Ga.	36,091	218
Benton Harbor, Mich.	35,591	219
Naples, Fla.	35,570	220
Laredo, Tex.	35,442	221
Ocala, Fla.	35,411	222
Merced, Cal.	35,367	223
St. Cloud, Minn.	35,040	224
Monroe, La.	34,976	225
Muncie, Ind.	34,287	226
Wichita Falls, Tex.	33,906	227
Joplin, Mo.	33,693	228
Battle Creek, Mich.	33,494	229
Jackson, Mich.	33,386	230
Steubenville - Weirton, Ohio-W.Va.	33,207	231
Cedar Rapids, Iowa	33,091	232
Fort Collins - Loveland, Colo.	33,052	233
Fort Smith, Ark.	32,926	234
Santa Fe, N.M.	32,776	235
Charlottesville, Va.	32,458	236
Alexandria, La.	32,286	237
Lafayette - West Lafayette, Ind.	32,247	238
Janesville - Beloit, Wisc.	32,108	239
Bremerton, Wash.	31,835	240
Elkhart - Goshen, Ind.	31,698	241
Racine, Wisc.	31,447	242
Bloomington - Normal, Ill.	31,330	243
Glens Falls, N.Y.	31,298	244
Wilmington, N.C.	31,112	245
Rochester, Minn.	30,915	246
Olympia, Wash.	30,833	247
Waterloo - Cedar Falls, Iowa	30,647	248
Pueblo, Colo.	30,634	249
Clarksville - Hopkinsville, Tenn.-Ky.	30,378	250
Total Top 250	**43,095,183**	
Decatur, Ill.	30,199	251
Dothan, Ala.	29,595	252
Medford, Ore.	29,434	253
Terre Haute, Ind.	29,205	254
Texarkana, Tex.-Ark.	28,590	255
Tuscaloosa, Ala.	28,486	256
Kokomo, Ind.	28,284	257
Mansfield, Ohio	28,037	258
Burlington, N.C.	27,961	259
Anderson, S.C.	27,953	260
Altoona, Pa.	27,778	261
Jackson, Tenn.	27,766	262
Muskegon, Mich.	27,536	263
Florence, Ala.	27,372	264
Owensboro, Ky.	27,277	265
Eau Claire, Wisc.	26,907	266
Florence, S.C.	26,771	267
Williamsport, Pa.	26,687	268
Vineland - Millville - Bridgeton, N.J.	26,422	269
Burlington, Vt.	26,411	270
Greeley, Colo.	26,328	271
Cumberland, Md.	26,198	272
San Angelo, Tex.	25,856	273
Las Cruces, N.M.	25,687	274
Sherman - Denison, Tex.	25,680	275
Bellingham, Wash.	25,517	276
Panama City, Fla.	25,476	277
Fort Walton Beach, Fla.	25,405	278
Sioux Falls, S.D.	25,357	279
Bangor, Me.	25,244	280
Hagerstown, Md.	24,626	281
Bryan - College Station, Tex.	24,534	282
Fayetteville - Springdale, Ark.	24,384	283
Columbia, Mo.	24,367	284
Albany, Ga.	24,198	285
Fargo - Moorhead, N.D.-Minn.	24,152	286
Anniston, Ala.	23,244	287
Kenosha, Wisc.	22,825	288
Yuba City, Cal.	21,975	289
Gadsden, Ala.	21,943	290
St. Joseph, Mo.	21,520	291
Pascagoula, Miss.	21,495	292
Elmira, N.Y.	21,158	293
Danville, Va.	21,100	294
Great Falls, Mont.	20,755	295
Sharon, Pa.	20,734	296
Sioux City, Iowa	20,499	297
La Crosse, Wisc.	20,264	298
State College, Pa.	20,253	299
Lewiston - Auburn, Me.	19,746	300
Bloomington, Ind.	19,609	301
Victoria, Tex.	19,337	302
Casper, Wyo.	19,330	303
Cheyenne, Wyo.	19,310	304
Dubuque, Iowa	18,648	305
Lawton, Okla.	18,633	306
Kankakee, Ill.	17,983	307
Rapid City, S.D.	17,904	308
Bismarck, N.D.	17,872	309
Jacksonville, N.C.	17,518	310
Sheboygan, Wisc.	16,856	311
Wausau, Wisc.	16,529	312
Enid, Okla.	16,440	313
Pine Bluff, Ark.	16,182	314
Iowa City, Iowa	13,578	315
Grand Forks, N.D.	11,855	316
Lawrence, Kans.	11,306	317
Total Above Areas	**44,643,264**	
Percent of U.S.	**80.7523**	
U.S. Total	**55,284,209**	

WOMEN'S & GIRLS' CLOTHING SALES

Area	($000)	Rank
New York, N.Y.	3,499,713	1
Los Angeles - Long Beach, Cal.	2,998,782	2
Chicago, Ill.	2,663,817	3
Philadelphia, Pa.	1,847,078	4
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1,779,496	5
Detroit, Mich.	1,538,642	6
Washington, D.C.	1,478,511	7
Nassau - Suffolk, N.Y.	1,210,642	8
Houston, Tex.	1,207,298	9
Dallas, Tex.	981,659	10
Atlanta, Ga.	976,598	11
Anaheim - Santa Ana, Cal.	935,484	12
San Francisco, Cal.	914,137	13
Minneapolis - St. Paul, Minn.	888,723	14
Miami - Hialeah, Fla.	838,593	15
St. Louis, Mo.	830,165	16
San Diego, Cal.	744,316	17
Pittsburgh, Pa.	739,224	18
Cleveland, Ohio	730,663	19
Bergen - Passaic, N.J.	723,618	20
Oakland, Cal.	720,681	21
Phoenix, Ariz.	711,811	22
Baltimore, Md.	700,585	23
Newark, N.J.	668,765	24
Seattle, Wash.	654,303	25
San Jose, Cal.	606,368	26
Kansas City, Mo.-Kans.	606,253	27
Denver, Colo.	588,992	28
Riverside - San Bernardino, Cal.	513,989	29
Tampa - St. Petersburg - Clearwater, Fla.	499,980	30
Cincinnati, Ohio	497,673	31
New Orleans, La.	449,310	32
Milwaukee, Wis.	441,921	33
Columbus, Ohio	434,473	34
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	428,883	35
Indianapolis, Ind.	423,931	36
Middlesex - Somerset - Hunterdon, N.J.	420,626	37
Fort Worth - Arlington, Tex.	417,906	38
Oklahoma City, Okla.	411,006	39
Portland, Ore.	404,485	40
Bridgeport - Stamford - Norwalk - Danbury, Conn.	400,937	41
Hartford - New Britain - Middletown - Bristol, Conn.	400,518	42
Honolulu, Haw.	386,758	43
San Antonio, Tex.	385,326	44
Sacramento, Cal.	378,214	45
Norfolk - Virginia Beach - Newport News, Va.	377,886	46
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	367,932	47
Memphis, Tenn.	355,001	48
Louisville, Ky.	353,049	49
Nashville, Tenn.	318,021	50
Total Top 50	**41,852,740**	
Monmouth - Ocean, N.J.	315,878	51
Buffalo, N.Y.	315,223	52
West Palm Beach - Boca Raton - Delray Beach, Fla.	314,312	53
Greensboro - Winston-Salem - High Point, N.C.	307,500	54
Dayton - Springfield, Ohio	294,223	55
Providence - Pawtucket - Woonsocket, R.I.	292,466	56
Rochester, N.Y.	291,103	57
New Haven - Waterbury - Meriden, Conn.	285,547	58
Richmond - Petersburg, Va.	285,418	59
Salt Lake City - Ogden, Utah	281,674	60
Albany - Schenectady - Troy, N.Y.	280,527	61
Birmingham, Ala.	271,998	62
Orlando, Fla.	262,357	63
Toledo, Ohio	253,839	64
Knoxville, Tenn.	237,611	65
Scranton - Wilkes-Barre, Pa.	235,255	66
Austin, Tex.	230,853	67
Raleigh - Durham, N.C.	228,185	68
Las Vegas, Nev.	227,628	69
Tulsa, Okla.	220,634	70
Springfield, Mass.	219,574	71
Jacksonville, Fla.	217,340	72
Worcester - Fitchburg - Leominster, Mass.	211,865	73
Grand Rapids, Mich.	210,564	74
Allentown - Bethlehem, Pa.	210,172	75
Syracuse, N.Y.	199,015	76
Omaha, Neb.	198,775	77
Wilmington, Del.	195,169	78
Greenville - Spartanburg, S.C.	191,148	79
Little Rock - North Little Rock, Ark.	186,669	80
Gary - Hammond, Ind.	186,355	81
Akron, Ohio	181,789	82
Oxnard - Ventura, Cal.	180,580	83
Baton Rouge, La.	174,233	84
El Paso, Tex.	174,050	85
Tucson, Ariz.	173,099	86
Reading, Pa.	172,992	87
Harrisburg - Lebanon - Carlisle, Pa.	170,560	88
Fresno, Cal.	159,040	89
Youngstown - Warren, Ohio	157,921	90
New Bedford - Fall River - Attleboro, Mass.	154,336	91
Flint, Mich.	154,243	92
Saginaw - Bay City - Midland, Mich.	153,320	93
Manchester - Nashua, N.H.	151,099	94
Jersey City, N.J.	146,063	95
Lake County, Ill.	144,103	96
Albuquerque, N.M.	143,264	97
Columbia, S.C.	139,420	98
McAllen - Edinburg - Mission, Tex.	139,411	99
Des Moines, Iowa	137,567	100
Total Top 100	**52,518,718**	
Chattanooga, Tenn.	137,225	101
Anchorage, Alas.	136,390	102
Trenton, N.J.	134,238	103
Lexington-Fayette, Ky.	133,135	104
Tacoma, Wash.	132,847	105
Johnson City - Kingsport - Bristol, Tenn.	131,421	106
Canton, Ohio	130,604	107
Lansing - East Lansing, Mich.	130,054	108
Santa Barbara - Santa Maria - Lompoc, Cal.	129,881	109
Jackson, Miss.	129,495	110
Wichita, Kans.	127,482	111
Reno, Nev.	125,720	112
Davenport - Rock Island - Moline, Iowa-Ill.	124,240	113
Beaumont - Port Arthur, Tex.	123,925	114
Huntington - Ashland, W.Va.-Ky.	122,631	115
Madison, Wis.	122,256	116
Salinas - Seaside - Monterey, Cal.	121,907	117
Mobile, Ala.	120,103	118
Bakersfield, Cal.	117 165	119
Laredo, Tex.	117,023	120
Charleston, S.C.	116,714	121
Fort Wayne, Ind.	114,511	122
Shreveport, La.	112,431	123
Corpus Christi, Tex.	110,760	124
Augusta, Ga.	109,992	125
Spokane, Wash.	109,431	126
Atlantic City, N.J.	108,796	127
Evansville, Ind.	108,109	128
Portland, Me.	107,941	129
Portsmouth - Dover - Rochester, N.H.	107,639	130
Stockton, Cal.	105,412	131
Colorado Springs, Colo.	104,900	132
Brownsville - Harlingen, Tex.	102,629	133
Modesto, Cal.	101,425	134
Orange County, N.Y.	99,268	135
Peoria, Ill.	96,116	136
Ann Arbor, Mich.	95,478	137
Sarasota, Fla.	94,237	138
Santa Rosa - Petaluma, Cal.	94,091	139
Lancaster, Pa.	93,754	140
Utica - Rome, N.Y.	92,736	141
Montgomery, Ala.	92,283	142
Aurora - Elgin, Ill.	90,477	143
Kalamazoo, Mich.	89,198	144
Lafayette, La.	87,697	145
Macon - Warner Robins, Ga.	86,779	146
Melbourne - Titusville - Palm Bay, Fla.	86,327	147
Pensacola, Fla.	86,289	148
South Bend - Mishawaka, Ind.	85,299	149
Rockford, Ill.	84,734	150
Total Top 150	**58,042,013**	
York, Pa.	84,370	151
Lubbock, Tex.	82,219	152
St. Cloud, Minn.	81,870	153
Springfield, Mo.	80,398	154
Savannah, Ga.	79,624	155
Vallejo - Fairfield - Napa, Cal.	78,647	156
Erie, Pa.	78,011	157
Visalia - Tulare - Porterville, Cal.	78,011	157
Amarillo, Tex.	77,280	159
Appleton - Oshkosh - Neenah, Wis.	77,226	160
Roanoke, Va.	76,236	161
Lakeland - Winter Haven, Fla.	75,854	162
Duluth, Minn.	75,307	163
Springfield, Ill.	75,196	164
Joliet, Ill.	75,119	165
Daytona Beach, Fla.	74,693	166
Fort Myers - Cape Coral, Fla.	73,548	167
Charleston, W.Va.	72,006	168
Cedar Rapids, Iowa	71,958	169
Green Bay, Wis.	71,608	170
Tallahassee, Fla.	71,053	171
Odessa, Tex.	69,897	172
Columbus, Ga.	67,903	173
Poughkeepsie, N.Y.	67,069	174
Fayetteville, N.C.	65,601	175
Wheeling, W.Va.	65,215	176
Lincoln, Neb.	64,990	177
Longview - Marshall, Tex.	64,661	178
Boulder - Longmont, Colo.	64,317	179
Eugene - Springfield, Ore.	64,314	180
Niagara Falls, N.Y.	64,118	181
Midland, Tex.	63,487	182
Huntsville, Ala.	62,839	183
Binghamton, N.Y.	62,690	184
Lorain - Elyria, Ohio	60,928	185
Lynchburg, Va.	58,941	186
Salem, Ore.	58,400	187
Tyler, Tex.	58,152	188
Abilene, Tex.	57,190	189
Waco, Tex.	57,071	190
Hickory, N.C.	56,557	191
Santa Cruz, Cal.	56,354	192
New London - Norwich, Conn.	55,763	193
Galveston - Texas City, Tex.	55,599	194
Sioux Falls, S.D.	55,480	195
Charlottesville, Va.	55,194	196
Gainesville, Fla.	55,023	197
Biloxi - Gulfport, Miss.	54,707	198
Beaver County, Pa.	54,544	199
Wilmington, N.C.	53,937	200
Total Top 200	**61,403,206**	
Terre Haute, Ind.	53,646	201
Asheville, N.C.	53,636	202
Fargo - Moorhead, N.D.-Minn.	52,994	203
Burlington, Vt.	52,827	204
Tuscaloosa, Ala.	52,475	205
Bloomington - Normal, Ill.	52,401	206
Wichita Falls, Tex.	52,337	207
Monroe, La.	52,048	208
Killeen - Temple, Tex.	51,744	209
Rochester, Minn.	50,446	210
Billings, Mont.	50,427	211
Athens, Ga.	50,374	212
Champaign - Urbana - Rantoul, Ill.	50,190	213
Lima, Ohio	49,695	214
Mansfield, Ohio	49,177	215
Houma - Thibodaux, La.	49,160	216
Altoona, Pa.	48,725	217
Vancouver, Wash.	48,159	218
Fort Pierce, Fla.	48,039	219
Lake Charles, La.	47,527	220
Fort Collins - Loveland, Colo.	46,404	221
Yakima, Wash.	46,186	222
Johnstown, Pa.	46,142	223
Topeka, Kans.	46,021	224
Burlington, N.C.	45,993	225
Pittsfield, Mass.	45,750	226
Lafayette - West Lafayette, Ind.	45,289	227
Decatur, Ill.	45,228	228
Ocala, Fla.	45,209	229
Naples, Fla.	45,185	230
Racine, Wis.	44,679	231
Olympia, Wash.	44,614	232
Jackson, Tenn.	44,225	233
Janesville - Beloit, Wis.	44,080	234
Provo - Orem, Utah	44,026	235
Bangor, Me.	43,269	236
Florence, Ala.	43,206	237
Parkersburg - Marietta, W.Va.-Ohio	42,900	238
Alexandria, La.	42,879	239
Boise, Ida.	42,816	240
Benton Harbor, Mich.	42,484	241
Bryan - College Station, Tex.	42,259	242
Brazoria, Tex.	41,736	243
Anderson, Ind.	41,728	244
Dothan, Ala.	41,399	245
Chico, Cal.	41,286	246
Albany, Ga.	41,120	247
Hamilton - Middletown, Ohio	40,847	248
Waterloo - Cedar Falls, Iowa	40,767	249
Sioux City, Iowa	40,761	250
Total Top 250	**63,727,721**	
Richland - Kennewick - Pasco, Wash.	40,429	251
Florence, S.C.	40,027	252
Fort Smith, Ark.	39,933	253
Bradenton, Fla.	39,896	254
Fort Walton Beach, Fla.	39,190	255
Texarkana, Tex.-Ark.	39,036	256
Elmira, N.Y.	38,805	257
Williamsport, Pa.	38,668	258
Elkhart - Goshen, Ind.	38,529	259
Muncie, Ind.	38,028	260
Vineland - Millville - Bridgeton, N.J.	37,433	261
La Crosse, Wis.	37,013	262
Pueblo, Colo.	36,560	263
San Angelo, Tex.	36,380	264
Muskegon, Mich.	36,328	265
Lawton, Okla.	35,602	266
Jackson, Mich.	35,544	267
Joplin, Mo.	35,528	268
Eau Claire, Wis.	35,395	269
Bloomington, Ind.	35,390	270
Cumberland, Md.	34,911	271
Panama City, Fla.	34,689	272
Grand Forks, N.D.	34,580	273
Kokomo, Ind.	34,361	274
Merced, Cal.	33,598	275
Owensboro, Ky.	33,303	276
St. Joseph, Mo.	33,273	277
Anderson, S.C.	32,924	278
Steubenville - Weirton, Ohio-W.Va.	32,449	279
Santa Fe, N.M.	32,305	280
Clarksville - Hopkinsville, Tenn.-Ky.	32,155	281
Sharon, Pa.	31,794	282
Victoria, Tex.	31,627	283
Glens Falls, N.Y.	31,612	284
Pascagoula, Miss.	31,271	285
Columbia, Mo.	30,845	286
Rapid City, S.D.	30,832	287
Sherman - Denison, Tex.	30,585	288
Redding, Cal.	30,485	289
Bismarck, N.D.	30,375	290
Anniston, Ala.	30,010	291
Hagerstown, Md.	28,611	292
Las Cruces, N.M.	27,980	293
Fayetteville - Springdale, Ark.	27,315	294
Bellingham, Wash.	27,309	295
Dubuque, Iowa	27,135	296
Battle Creek, Mich.	26,622	297
Greeley, Colo.	26,139	298
Lewiston - Auburn, Me.	26,026	299
Yuba City, Cal.	25,928	300
Wausau, Wis.	25,552	301
Pine Bluff, Ark.	25,466	302
Medford, Ore.	25,413	303
Great Falls, Mont.	25,403	304
Danville, Va.	25,036	305
Bremerton, Wash.	24,996	306
State College, Pa.	24,866	307
Casper, Wyo.	23,458	308
Cheyenne, Wyo.	22,954	309
Iowa City, Iowa	22,159	310
Kenosha, Wis.	21,730	311
Gadsden, Ala.	21,185	312
Enid, Okla.	21,057	313
Sheboygan, Wis.	21,029	314
Kankakee, Ill.	20,820	315
Jacksonville, N.C.	15,876	316
Lawrence, Kans.	12,614	317
Total Above Areas	**65,782,096**	
Percent of U.S.	**87.0286**	
U.S. Total	**75,586,797**	

MEN'S & BOYS' CLOTHING SALES

Area	($000)	Rank
New York, N.Y.	1,804,042	1
Los Angeles - Long Beach, Cal.	1,600,318	2
Chicago, Ill.	1,263,283	3
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	876,380	4
Philadelphia, Pa.	846,739	5
Washington, D.C.	726,224	6
Detroit, Mich.	725,157	7
Nassau - Suffolk, N.Y.	662,175	8
Houston, Tex.	638,591	9
San Francisco, Cal.	489,177	10
Anaheim - Santa Ana, Cal.	482,721	11
Atlanta, Ga.	467,342	12
Dallas, Tex.	462,351	13
Minneapolis - St. Paul, Minn.	455,967	14
Miami - Hialeah, Fla.	425,836	15
St. Louis, Mo.	417,413	16
San Diego, Cal.	384,106	17
Oakland, Cal.	382,597	18
Baltimore, Md.	374,726	19
Bergen - Passaic, N.J.	369,739	20
Cleveland, Ohio	366,988	21
Pittsburgh, Pa.	350,146	22
Seattle, Wash.	342,752	23
Denver, Colo.	324,450	24
San Jose, Cal.	318,338	25
Kansas City, Mo.-Kans.	314,308	26
Phoenix, Ariz.	308,977	27
Newark, N.J.	303,999	28
Columbus, Ohio	274,525	29
Riverside - San Bernardino, Cal.	271,161	30
Cincinnati, Ohio	256,323	31
Tampa - St. Petersburg - Clearwater, Fla.	242,175	32
Milwaukee, Wisc.	231,586	33
New Orleans, La.	231,055	34
Indianapolis, Ind.	225,340	35
Portland, Ore.	222,620	36
Middlesex - Somerset - Hunterdon, N.J.	215,286	37
Oklahoma City, Okla.	212,329	38
Fort Worth - Arlington, Tex.	211,889	39
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	207,988	40
Hartford - New Britain - Middletown - Bristol, Conn.	205,775	41
Bridgeport - Stamford - Norwalk - Danbury, Conn.	204,935	42
Honolulu, Haw.	197,892	43
San Antonio, Tex.	195,601	44
Sacramento, Cal.	193,935	45
Norfolk - Virginia Beach - Newport News, Va.	188,981	46
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	178,564	47
Memphis, Tenn.	175,841	48
Louisville, Ky.	163,345	49
Monmouth - Ocean, N.J.	162,450	50
Total Top 50	**21,154,407**	
Salt Lake City - Ogden, Utah	161,233	51
Nashville, Tenn.	160,020	52
New Haven - Waterbury - Meriden, Conn.	155,365	53
Providence - Pawtucket - Woonsocket, R.I.	148,398	54
Rochester, N.Y.	148,348	55
Greensboro - Winston-Salem - High Point, N.C.	147,561	56
Dayton - Springfield, Ohio	147,040	57
Buffalo, N.Y.	144,872	58
Albany - Schenectady - Troy, N.Y.	142,217	59
Toledo, Ohio	138,570	60
Birmingham, Ala.	136,724	61
West Palm Beach - Boca Raton - Delray Beach, Fla.	136,104	62
Richmond - Petersburg, Va.	131,651	63
Tulsa, Okla.	126,982	64
Las Vegas, Nev.	124,744	65
Orlando, Fla.	121,898	66
Scranton - Wilkes-Barre, Pa.	116,749	67
Grand Rapids, Mich.	113,875	68
Knoxville, Tenn.	113,207	69
Worcester - Fitchburg - Leominster, Mass.	112,105	70
Austin, Tex.	111,759	71
Raleigh - Durham, N.C.	109,103	72
Omaha, Neb.	107,602	73
Springfield, Mass.	104,842	74
Syracuse, N.Y.	104,557	75
Jacksonville, Fla.	103,009	76
Wilmington, Del.	100,743	77
Oxnard - Ventura, Cal.	99,819	78
Greenville - Spartanburg, S.C.	96,623	79
Allentown - Bethlehem, Pa.	96,104	80
Tucson, Ariz.	94,311	81
Gary - Hammond, Ind.	93,181	82
Baton Rouge, La.	92,313	83
Fresno, Cal.	91,374	84
El Paso, Tex.	89,006	85
Little Rock - North Little Rock, Ark.	86,452	86
Reading, Pa.	85,828	87
Akron, Ohio	85,769	88
Portland, Me.	84,706	89
Harrisburg - Lebanon - Carlisle, Pa.	84,427	90
Jersey City, N.J.	83,265	91
New Bedford - Fall River - Attleboro, Mass.	82,013	92
Manchester - Nashua, N.H.	79,940	93
Flint, Mich.	79,323	94
Youngstown - Warren, Ohio	78,946	95
Albuquerque, N.M.	77,285	96
Saginaw - Bay City - Midland, Mich.	76,393	97
Wichita, Kans.	75,807	98
Des Moines, Iowa	71,823	99
Chattanooga, Tenn.	71,770	100
Total Top 100	**26,580,183**	
Anchorage, Alas.	70,407	101
McAllen - Edinburg - Mission, Tex.	69,708	102
Tacoma, Wash.	69,647	103
Lake County, Ill.	69,612	104
Beaumont - Port Arthur, Tex.	69,151	105
Huntington - Ashland, W.Va.-Ky.	69,020	106
Reno, Nev.	68,184	107
Bakersfield, Cal.	68,108	108
Columbia, S.C.	67,817	109
Santa Barbara - Santa Maria - Lompoc, Cal.	67,665	110
Madison, Wisc.	67,067	111
Lansing - East Lansing, Mich.	66,912	112
Lexington-Fayette, Ky.	66,498	113
Johnson City - Kingsport - Bristol, Tenn.	65,487	114
Mobile, Ala.	63,342	115
Trenton, N.J.	62,954	116
Charleston, S.C.	62,760	117
Atlantic City, N.J.	62,600	118
Jackson, Miss.	61,742	119
Davenport - Rock Island - Moline, Iowa-Ill.	59,440	120
Canton, Ohio	59,321	121
Colorado Springs, Colo.	59,268	122
Fort Wayne, Ind.	59,048	123
Shreveport, La.	58,882	124
Salinas - Seaside - Monterey, Cal.	58,299	125
Spokane, Wash.	57,427	126
Evansville, Ind.	56,712	127
Stockton, Cal.	56,261	128
Augusta, Ga.	55,806	129
Portsmouth - Dover - Rochester, N.H.	54,603	130
York, Pa.	54,288	131
Laredo, Tex.	52,667	132
Brownsville - Harlingen, Tex.	51,180	133
Orange County, N.Y.	51,035	134
Ann Arbor, Mich.	50,564	135
Modesto, Cal.	50,386	136
Lancaster, Pa.	50,051	137
Santa Rosa - Petaluma, Cal.	50,039	138
Corpus Christi, Tex.	49,898	139
Vallejo - Fairfield - Napa, Cal.	47,408	140
Peoria, Ill.	46,733	141
Kalamazoo, Mich.	45,652	142
Appleton - Oshkosh - Neenah, Wisc.	45,436	143
South Bend - Mishawaka, Ind.	44,710	144
Lafayette, La.	44,535	145
Lubbock, Tex.	44,532	146
Aurora - Elgin, Ill.	44,365	147
St. Cloud, Minn.	43,746	148
Utica - Rome, N.Y.	43,265	149
Springfield, Mo.	42,475	150
Total Top 150	**29,436,896**	
Montgomery, Ala.	41,580	151
Pensacola, Fla.	41,344	152
Macon - Warner Robins, Ga.	41,218	153
Green Bay, Wisc.	41,127	154
Rockford, Ill.	40,659	155
Visalia - Tulare - Porterville, Cal.	40,645	156
Roanoke, Va.	40,487	157
Erie, Pa.	40,276	158
Savannah, Ga.	39,674	159
Melbourne - Titusville - Palm Bay, Fla.	39,656	160
Lakeland - Winter Haven, Fla.	39,476	161
Odessa, Tex.	38,812	162
Duluth, Minn.	38,226	163
Joliet, Ill.	36,729	164
Daytona Beach, Fla.	36,500	165
Amarillo, Tex.	36,483	166
Charleston, W.Va.	35,888	167
Binghamton, N.Y.	35,830	168
Sarasota, Fla.	35,426	169
Boulder - Longmont, Colo.	35,251	170
Midland, Tex.	34,881	171
Fort Myers - Cape Coral, Fla.	34,828	172
Huntsville, Ala.	34,328	173
Cedar Rapids, Iowa	34,185	174
Salem, Ore.	34,033	175
Eugene - Springfield, Ore.	33,890	176
Tallahassee, Fla.	33,775	177
Fayetteville, N.C.	33,011	178
Niagara Falls, N.Y.	32,966	179
Wheeling, W.Va.	32,805	180
Burlington, Vt.	32,464	181
Springfield, Ill.	32,317	182
Poughkeepsie, N.Y.	32,073	183
Lincoln, Neb.	31,993	184
Columbus, Ga.	31,531	185
Longview - Marshall, Tex.	31,342	186
Lorain - Elyria, Ohio	30,853	187
Galveston - Texas City, Tex.	30,323	188
Bangor, Me.	30,241	189
Waco, Tex.	30,226	190
Gainesville, Fla.	30,011	191
Lynchburg, Va.	28,688	192
Tyler, Tex.	28,618	193
Lima, Ohio	28,386	194
Champaign - Urbana - Rantoul, Ill.	28,339	195
Beaver County, Pa.	28,144	196
Killeen - Temple, Tex.	28,139	197
Charlottesville, Va.	27,953	198
Sioux Falls, S.D.	27,946	199
Santa Cruz, Cal.	27,440	200
Total Top 200	**31,147,912**	
New London - Norwich, Conn.	27,356	201
Topeka, Kans.	27,060	202
Wilmington, N.C.	26,711	203
Asheville, N.C.	26,691	204
Abilene, Tex.	26,472	205
Terre Haute, Ind.	26,452	206
Vancouver, Wash.	26,379	207
Fargo - Moorhead, N.D.-Minn.	26,341	208
Bloomington - Normal, Ill.	25,938	209
Pittsfield, Mass.	25,858	210
Houma - Thibodaux, La.	25,821	211
Mansfield, Ohio	25,224	212
Athens, Ga.	25,050	213
Provo - Orem, Utah	24,901	214
Johnstown, Pa.	24,820	215
Decatur, Ill.	24,778	216
Biloxi - Gulfport, Miss.	24,548	217
Lafayette - West Lafayette, Ind.	24,399	218
Billings, Mont.	24,397	219
Parkersburg - Marietta, W.Va.-Ohio	24,309	220
Hickory, N.C.	24,287	221
Yakima, Wash.	24,121	222
Monroe, La.	24,102	223
Wichita Falls, Tex.	23,837	224
Fort Collins - Loveland, Colo.	23,796	225
Boise, Ida.	23,354	226
Fort Pierce, Fla.	23,168	227
Benton Harbor, Mich.	23,160	228
Rochester, Minn.	22,960	229
Jackson, Tenn.	22,838	230
Fort Smith, Ark.	22,706	231
Lake Charles, La.	22,696	232
Alexandria, La.	22,516	233
Olympia, Wash.	22,425	234
Waterloo - Cedar Falls, Iowa	22,376	235
Racine, Wisc.	21,891	236
Florence, Ala.	21,852	237
Tuscaloosa, Ala.	21,599	238
Dothan, Ala.	21,413	239
Sioux City, Iowa	21,378	240
Brazoria, Tex.	21,289	241
Vineland - Millville - Bridgeton, N.J.	21,142	242
Janesville - Beloit, Wisc.	21,106	243
Naples, Fla.	21,081	244
Burlington, N.C.	20,981	245
Muncie, Ind.	20,930	246
Altoona, Pa.	20,727	247
Albany, Ga.	20,634	248
Chico, Cal.	20,249	249
Hamilton - Middletown, Ohio	20,049	250
Total Top 250	**32,326,080**	
Joplin, Mo.	20,020	251
Richland - Kennewick - Pasco, Wash.	20,016	252
Anderson, Ind.	19,875	253
Bradenton, Fla.	19,801	254
Bryan - College Station, Tex.	19,732	255
Bloomington, Ind.	19,489	256
Texarkana, Tex.-Ark.	19,327	257
Williamsport, Pa.	19,127	258
Elmira, N.Y.	18,682	259
Clarksville - Hopkinsville, Tenn.-Ky.	18,606	260
Fort Walton Beach, Fla.	18,593	261
Hagerstown, Md.	18,583	262
Lawton, Okla.	18,548	263
Muskegon, Mich.	18,507	264
Lewiston - Auburn, Me.	18,456	265
Owensboro, Ky.	18,233	266
Cumberland, Md.	18,107	267
La Crosse, Wisc.	18,101	268
Pueblo, Colo.	18,093	269
Eau Claire, Wisc.	18,072	270
Florence, S.C.	18,002	271
Pascagoula, Miss.	17,896	272
Jackson, Mich.	17,883	273
Merced, Cal.	17,879	274
Ocala, Fla.	17,863	275
Fayetteville - Springdale, Ark.	17,542	276
Panama City, Fla.	17,466	277
Kokomo, Ind.	17,400	278
Anderson, S.C.	17,352	279
Rapid City, S.D.	17,130	280
Grand Forks, N.D.	16,940	281
Elkhart - Goshen, Ind.	16,828	282
Sharon, Pa.	16,637	283
Santa Fe, N.M.	16,626	284
Steubenville - Weirton, Ohio-W.Va.	16,211	285
St. Joseph, Mo.	16,053	286
Victoria, Tex.	15,929	287
Anniston, Ala.	15,810	288
San Angelo, Tex.	15,607	289
Bismarck, N.D.	15,554	290
Redding, Cal.	15,527	291
Dubuque, Iowa	15,280	292
Battle Creek, Mich.	14,692	293
Kenosha, Wisc.	14,692	293
Yuba City, Cal.	14,557	295
Bremerton, Wash.	14,455	296
Glens Falls, N.Y.	14,418	297
Bellingham, Wash.	14,387	298
Columbia, Mo.	14,149	299
Wausau, Wisc.	14,082	300
Las Cruces, N.M.	13,720	301
Greeley, Colo.	13,635	302
State College, Pa.	13,619	303
Cheyenne, Wyo.	13,054	304
Pine Bluff, Ark.	13,040	305
Medford, Ore.	12,934	306
Great Falls, Mont.	12,632	307
Danville, Va.	12,595	308
Casper, Wyo.	12,580	309
Sherman - Denison, Tex.	12,373	310
Gadsden, Ala.	12,188	311
Enid, Okla.	11,909	312
Iowa City, Iowa	11,615	313
Sheboygan, Wisc.	11,313	314
Jacksonville, N.C.	10,191	315
Kankakee, Ill.	10,118	316
Lawrence, Kans.	7,117	317
Total Above Areas	**33,393,528**	
Percent of U.S.	**85.8417**	
U.S. Total	**38,901,289**	

FOOTWEAR SALES

Area	($000)	Rank
New York, N.Y.	1,058,054	1
Los Angeles - Long Beach, Cal.	910,681	2
Chicago, Ill.	781,489	3
Philadelphia, Pa.	482,332	4
Detroit, Mich.	444,109	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	413,533	6
Washington, D.C.	409,609	7
Houston, Tex.	379,968	8
Nassau - Suffolk, N.Y.	350,285	9
Dallas, Tex.	314,463	10
San Francisco, Cal.	284,573	11
Atlanta, Ga.	275,677	12
Miami - Hialeah, Fla.	271,747	13
Anaheim - Santa Ana, Cal.	264,195	14
St. Louis, Mo.	242,749	15
San Diego, Cal.	221,429	16
Minneapolis - St. Paul, Minn.	216,571	17
Cleveland, Ohio	206,091	18
Pittsburgh, Pa.	204,552	19
Oakland, Cal.	203,373	20
Bergen - Passaic, N.J.	201,526	21
Baltimore, Md.	198,481	22
Seattle, Wash.	198,208	23
Newark, N.J.	197,627	24
Denver, Colo.	179,252	25
San Jose, Cal.	176,152	26
Phoenix, Ariz.	167,431	27
New Orleans, La.	166,509	28
Kansas City, Mo.-Kans.	157,990	29
Riverside - San Bernardino, Cal.	148,042	30
Cincinnati, Ohio	138,321	31
Tampa - St. Petersburg - Clearwater, Fla.	134,153	32
Portland, Ore.	133,319	33
San Antonio, Tex.	129,000	34
Fort Worth - Arlington, Tex.	127,412	35
Milwaukee, Wisc.	125,401	36
Indianapolis, Ind.	118,324	37
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	117,573	38
Hartford - New Britain - Middletown - Bristol, Conn.	116,760	39
Columbus, Ohio	116,623	40
Oklahoma City, Okla.	116,542	41
Memphis, Tenn.	115,361	42
Bridgeport - Stamford - Norwalk - Danbury, Conn.	115,167	43
Sacramento, Cal.	115,077	44
Middlesex - Somerset - Hunterdon, N.J.	114,010	45
Norfolk - Virginia Beach - Newport News, Va.	113,277	[illegible]
Salt Lake City - Ogden, Utah	93,626	[illegible]
Louisville, Ky.	91,221	[illegible]
Nashville, Tenn.	88,958	49
Greensboro - Winston-Salem - High Point, N.C.	86,720	50
Total Top 50	**12,033,543**	
Orlando, Fla.	85,275	51
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	85,016	52
Rochester, N.Y.	84,152	53
Austin, Tex.	82,720	54
Buffalo, N.Y.	82,021	55
Monmouth - Ocean, N.J.	82,008	56
Dayton - Springfield, Ohio	80,206	57
West Palm Beach - Boca Raton - Delray Beach, Fla.	77,946	58
Honolulu, Haw.	77,265	59
Albany - Schenectady - Troy, N.Y.	77,111	60
Richmond - Petersburg, Va.	73,118	61
Birmingham, Ala.	72,905	62
Las Vegas, Nev.	70,263	63
Providence - Pawtucket - Woonsocket, R.I.	69,034	64
Knoxville, Tenn.	67,251	65
New Haven - Waterbury - Meriden, Conn.	66,477	66
Tulsa, Okla.	66,160	67
Jacksonville, Fla.	64,089	68
Raleigh - Durham, N.C.	63,183	69
Toledo, Ohio	62,705	70
Scranton - Wilkes-Barre, Pa.	62,060	71
El Paso, Tex.	60,618	72
Reading, Pa.	59,506	73
Allentown - Bethlehem, Pa.	58,509	74
Baton Rouge, La.	57,342	75
Grand Rapids, Mich.	55,991	76
Greenville - Spartanburg, S.C.	55,604	77
Omaha, Neb.	55,554	78
Gary - Hammond, Ind.	55,360	79
Springfield, Mass.	54,332	80
Fresno, Cal.	52,379	81
New Bedford - Fall River - Attleboro, Mass.	51,133	82
Wilmington, Del.	50,828	83
Tucson, Ariz.	50,512	84
Syracuse, N.Y.	50,142	85
Little Rock - North Little Rock, Ark.	49,381	86
Jersey City, N.J.	49,249	87
Akron, Ohio	49,073	88
Harrisburg - Lebanon - Carlisle, Pa.	48,827	89
Oxnard - Ventura, Cal.	47,714	90
Youngstown - Warren, Ohio	47,067	91
Albuquerque, N.M.	46,765	92
Portland, Me.	44,520	93
Santa Barbara - Santa Maria - Lompoc, Cal.	44,498	94
Worcester - Fitchburg - Leominster, Mass.	44,466	95
Jackson, Miss.	43,910	96
Lake County, Ill.	42,946	97
Tacoma, Wash.	41,573	98
Beaumont - Port Arthur, Tex.	41,304	99
Bakersfield, Cal.	40,925	100
Total Top 100	**15,034,536**	
Chattanooga, Tenn.	40,747	101
Saginaw - Bay City - Midland, Mich.	40,374	102
Roanoke, Va.	39,142	103
Anchorage, Alas.	38,852	104
Trenton, N.J.	38,817	105
Shreveport, La.	38,472	106
Wichita, Kans.	38,166	107
Corpus Christi, Tex.	38,056	108
McAllen - Edinburg - Mission, Tex.	37,534	109
Mobile, Ala.	36,741	110
Manchester - Nashua, N.H.	36,727	111
Flint, Mich.	36,567	112
Charleston, S.C.	36,148	113
Reno, Nev.	36,020	114
Lansing - East Lansing, Mich.	35,525	115
Modesto, Cal.	34,844	116
Columbia, S.C.	34,417	117
Spokane, Wash.	34,291	118
Johnson City - Kingsport - Bristol, Tenn.	34,186	119
Madison, Wisc.	34,058	120
Evansville, Ind.	33,801	121
Des Moines, Iowa	33,577	122
Lexington-Fayette, Ky.	33,214	123
Huntington - Ashland, W.Va.-Ky.	33,070	124
Canton, Ohio	32,920	125
Salinas - Seaside - Monterey, Cal.	32,830	126
Colorado Springs, Colo.	32,770	127
Augusta, Ga.	32,268	128
Davenport - Rock Island - Moline, Iowa-Ill.	31,773	129
Fort Wayne, Ind.	31,701	130
Laredo, Tex.	31,611	131
Atlantic City, N.J.	31,090	132
Stockton, Cal.	30,299	133
Santa Rosa - Petaluma, Cal.	30,074	134
Lubbock, Tex.	29,699	135
Lafayette, La.	29,559	136
Savannah, Ga.	28,894	137
Lancaster, Pa.	28,467	138
Brownsville - Harlingen, Tex.	28,000	139
York, Pa.	27,434	140
Peoria, Ill.	27,293	141
Portsmouth - Dover - Rochester, N.H.	26,946	142
Vallejo - Fairfield - Napa, Cal.	26,006	143
Orange County, N.Y.	25,796	144
Lynchburg, Va.	25,618	145
Utica - Rome, N.Y.	25,517	146
Ann Arbor, Mich.	25,516	147
Asheville, N.C.	25,417	148
Montgomery, Ala.	25,146	149
Kalamazoo, Mich.	24,970	150
Total Top 150	**16,655,496**	
Sarasota, Fla.	24,251	151
Aurora - Elgin, Ill.	24,152	152
Appleton - Oshkosh - Neenah, Wisc.	23,876	153
Amarillo, Tex.	23,806	154
Odessa, Tex.	23,723	155
Macon - Warner Robins, Ga.	23,107	156
Rockford, Ill.	23,063	157
Galveston - Texas City, Tex.	22,768	158
Pensacola, Fla.	22,528	159
Erie, Pa.	22,414	160
South Bend - Mishawaka, Ind.	22,036	161
Binghamton, N.Y.	21,992	162
Visalia - Tulare - Porterville, Cal.	21,946	163
Springfield, Mo.	21,668	164
Lakeland - Winter Haven, Fla.	21,607	165
Fayetteville, N.C.	21,553	166
Tyler, Tex.	20,982	167
Poughkeepsie, N.Y.	20,889	168
Joliet, Ill.	20,718	169
Daytona Beach, Fla.	20,429	170
Charleston, W.Va.	20,364	171
Boulder - Longmont, Colo.	20,322	172
Melbourne - Titusville - Palm Bay, Fla.	20,306	173
Longview - Marshall, Tex.	20,246	174
Waco, Tex.	20,169	175
Green Bay, Wisc.	19,840	176
Salem, Ore.	19,690	177
Columbus, Ga.	19,626	178
Eugene - Springfield, Ore.	19,253	179
Midland, Tex.	19,011	180
Wheeling, W.Va.	18,607	181
Tallahassee, Fla.	18,598	182
Burlington, N.C.	18,438	183
Fort Myers - Cape Coral, Fla.	18,186	184
Abilene, Tex.	18,018	185
Monroe, La.	17,814	186
Duluth, Minn.	16,936	187
Springfield, Ill.	16,908	188
Lincoln, Neb.	16,575	189
Niagara Falls, N.Y.	16,544	190
Athens, Ga.	16,476	191
Wichita Falls, Tex.	16,294	192
Huntsville, Ala.	16,147	193
Racine, Wisc.	16,055	194
Champaign - Urbana - Rantoul, Ill.	15,977	195
Lorain - Elyria, Ohio	15,973	196
Biloxi - Gulfport, Miss.	15,914	197
Houma - Thibodaux, La.	15,682	198
Provo - Orem, Utah	15,587	199
Hickory, N.C.	15,506	200
Total Top 200	**17,638,066**	
Cedar Rapids, Iowa	15,418	201
New London - Norwich, Conn.	15,329	202
Yakima, Wash.	15,210	203
Killeen - Temple, Tex.	15,008	204
Burlington, Vt.	14,862	205
Bangor, Me.	14,834	206
Rochester, Minn.	14,651	207
Santa Cruz, Cal.	14,523	208
Naples, Fla.	14,520	209
Billings, Mont.	14,365	210
Sioux Falls, S.D.	14,275	211
Albany, Ga.	14,199	212
Wilmington, N.C.	14,023	213
Sharon, Pa.	14,008	214
Tuscaloosa, Ala.	13,934	215
Johnstown, Pa.	13,866	216
Bryan - College Station, Tex.	13,853	217
Gainesville, Fla.	13,719	218
Fort Pierce, Fla.	13,711	219
Alexandria, La.	13,493	220
Lake Charles, La.	13,407	221
Fort Collins - Loveland, Colo.	13,353	222
Topeka, Kans.	13,341	223
Texarkana, Tex.-Ark.	13,203	224
Olympia, Wash.	13,166	225
Bloomington - Normal, Ill.	13,118	226
Altoona, Pa.	13,078	227
Terre Haute, Ind.	13,033	228
Brazoria, Tex.	13,020	229
Boise, Ida.	12,936	230
Williamsport, Pa.	12,678	231
Lima, Ohio	12,634	232
Vancouver, Wash.	12,608	233
Charlottesville, Va.	12,568	234
Chico, Cal.	12,555	235
Janesville - Beloit, Wisc.	12,473	236
Parkersburg - Marietta, W.Va.-Ohio	12,419	237
Lafayette - West Lafayette, Ind.	12,241	238
Elkhart - Goshen, Ind.	12,212	239
Jackson, Tenn.	12,196	240
San Angelo, Tex.	12,193	241
Fargo - Moorhead, N.D.-Minn.	12,171	242
Mansfield, Ohio	12,147	243
Ocala, Fla.	11,955	244
Benton Harbor, Mich.	11,910	245
Muncie, Ind.	11,831	246
Beaver County, Pa.	11,765	247
Bradenton, Fla.	11,688	248
Florence, S.C.	11,613	249
Anderson, S.C.	11,606	250
Total Top 250	**18,300,985**	
Santa Fe, N.M.	11,498	251
Fort Smith, Ark.	11,487	252
Richland - Kennewick - Pasco, Wash.	11,354	253
Sioux City, Iowa	11,316	254
Dothan, Ala.	11,221	255
Decatur, Ill.	11,096	256
Redding, Cal.	11,083	257
Pittsfield, Mass.	10,993	258
Waterloo - Cedar Falls, Iowa	10,753	259
Pueblo, Colo.	10,591	260
Pascagoula, Miss.	10,546	261
Joplin, Mo.	10,538	262
Elmira, N.Y.	10,497	263
Muskegon, Mich.	10,492	264
Anderson, Ind.	10,289	265
Hagerstown, Md.	10,153	266
Hamilton - Middletown, Ohio	10,106	267
St. Cloud, Minn.	9,967	268
Panama City, Fla.	9,928	269
Kokomo, Ind.	9,919	270
Florence, Ala.	9,904	271
Lawton, Okla.	9,809	272
Victoria, Tex.	9,794	273
Vineland - Millville - Bridgeton, N.J.	9,770	274
Eau Claire, Wisc.	9,739	275
Jackson, Mich.	9,668	276
Bismarck, N.D.	9,603	277
La Crosse, Wisc.	9,500	278
Clarksville - Hopkinsville, Tenn.-Ky.	9,496	279
Cumberland, Md.	9,482	280
Bloomington, Ind.	9,480	281
Yuba City, Cal.	8,996	282
Medford, Ore.	8,950	283
Lewiston - Auburn, Me.	8,921	284
Fayetteville - Springdale, Ark.	8,809	285
Owensboro, Ky.	8,666	286
Fort Walton Beach, Fla.	8,627	287
Glens Falls, N.Y.	8,620	288
Pine Bluff, Ark.	8,549	289
Las Cruces, N.M.	8,509	290
Bremerton, Wash.	8,417	291
St. Joseph, Mo.	8,308	292
Steubenville - Weirton, Ohio-W.Va.	8,287	293
Bellingham, Wash.	8,254	294
Grand Forks, N.D.	8,201	295
Danville, Va.	8,191	296
Merced, Cal.	8,184	297
Rapid City, S.D.	7,982	298
Greeley, Colo.	7,958	299
Dubuque, Iowa	7,539	300
Wausau, Wisc.	7,415	301
Sherman - Denison, Tex.	7,381	302
Casper, Wyo.	7,166	303
Kenosha, Wisc.	7,156	304
Anniston, Ala.	7,130	305
State College, Pa.	6,953	306
Columbia, Mo.	6,849	307
Battle Creek, Mich.	6,821	308
Sheboygan, Wisc.	6,780	309
Jacksonville, N.C.	6,711	310
Cheyenne, Wyo.	6,691	311
Gadsden, Ala.	6,591	312
Great Falls, Mont.	6,515	313
Kankakee, Ill.	6,462	314
Iowa City, Iowa	6,289	315
Enid, Okla.	5,926	316
Lawrence, Kans.	4,437	317
Total Above Areas	**18,894,298**	
Percent of U.S.	**86.4388**	
U.S. Total	**21,858,586**	

MAJOR HOUSEHOLD APPLIANCE SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	590,247	1
New York, N.Y.	385,151	2
Chicago, Ill.	354,527	3
Philadelphia, Pa.	297,846	4
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	268,912	5
Detroit, Mich.	254,439	6
Houston, Tex.	253,854	7
Washington, D.C.	241,867	8
Dallas, Tex.	192,265	9
Nassau - Suffolk, N.Y.	191,571	10
St. Louis, Mo.	172,884	11
Tampa - St. Petersburg - Clearwater, Fla.	171,472	12
Minneapolis - St. Paul, Minn.	166,950	13
Atlanta, Ga.	162,198	14
San Diego, Cal.	158,652	15
Anaheim - Santa Ana, Cal.	151,427	16
Baltimore, Md.	145,511	17
Denver, Colo.	145,118	18
Oakland, Cal.	144,514	19
Miami - Hialeah, Fla.	139,833	20
Cleveland, Ohio	134,203	21
Phoenix, Ariz.	132,766	22
Bergen - Passaic, N.J.	128,794	23
Kansas City, Mo.-Kans.	126,777	24
San Jose, Cal.	124,554	25
New Orleans, La.	123,951	26
San Francisco, Cal.	123,612	27
Pittsburgh, Pa.	122,181	28
Newark, N.J.	120,465	29
Seattle, Wash.	115,755	30
Riverside - San Bernardino, Cal.	110,029	31
Cincinnati, Ohio	100,348	32
Fort Worth - Arlington, Tex.	97,199	33
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	96,075	34
Sacramento, Cal.	94,631	35
Norfolk - Virginia Beach - Newport News, Va.	92,405	36
Middlesex - Somerset - Hunterdon, N.J.	85,514	37
Indianapolis, Ind.	83,975	38
Oklahoma City, Okla.	83,961	39
Portland, Ore.	82,269	40
Milwaukee, Wisc.	81,957	41
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	81,032	42
Bridgeport - Stamford - Norwalk - Danbury, Conn.	78,394	43
San Antonio, Tex.	75,306	44
Hartford - New Britain - Middletown - Bristol, Conn.	74,217	45
Greensboro - Winston-Salem - High Point, N.C.	71,113	46
Salt Lake City - Ogden, Utah	69,221	47
Memphis, Tenn.	68,847	48
West Palm Beach - Boca Raton - Delray Beach, Fla.	68,027	49
Louisville, Ky.	64,273	50
Total Top 50	**7,501,089**	
Nashville, Tenn.	63,601	51
Richmond - Petersburg, Va.	62,031	52
Rochester, N.Y.	61,343	53
Dayton - Springfield, Ohio	60,743	54
Jacksonville, Fla.	60,058	55
Buffalo, N.Y.	59,377	56
Orlando, Fla.	59,145	57
Baton Rouge, La.	58,369	58
Raleigh - Durham, N.C.	58,199	59
Austin, Tex.	57,800	60
Tulsa, Okla.	57,124	61
Columbus, Ohio	56,842	62
Omaha, Neb.	56,685	63
Monmouth - Ocean, N.J.	56,546	64
Albany - Schenectady - Troy, N.Y.	55,991	65
Grand Rapids, Mich.	55,856	66
Las Vegas, Nev.	55,442	67
Providence - Pawtucket - Woonsocket, R.I.	53,389	68
New Haven - Waterbury - Meriden, Conn.	49,275	69
Toledo, Ohio	48,410	70
Birmingham, Ala.	46,958	71
Knoxville, Tenn.	45,882	72
Springfield, Mass.	45,573	73
Honolulu, Haw.	43,960	74
Gary - Hammond, Ind.	43,940	75
Greenville - Spartanburg, S.C.	43,845	76
Worcester - Fitchburg - Leominster, Mass.	43,806	77
Corpus Christi, Tex.	42,425	78
Harrisburg - Lebanon - Carlisle, Pa.	41,777	79
Youngstown - Warren, Ohio	40,599	80
Scranton - Wilkes-Barre, Pa.	39,436	81
Beaumont - Port Arthur, Tex.	39,148	82
Wilmington, Del.	38,986	83
Akron, Ohio	38,257	84
Lancaster, Pa.	38,064	85
Oxnard - Ventura, Cal.	37,978	86
Little Rock - North Little Rock, Ark.	37,052	87
Syracuse, N.Y.	36,679	88
Wichita, Kans.	36,567	89
Allentown - Bethlehem, Pa.	35,920	90
Albuquerque, N.M.	35,864	91
Anchorage, Alas.	34,968	92
Flint, Mich.	34,712	93
Daytona Beach, Fla.	34,258	94
Tucson, Ariz.	33,996	95
New Bedford - Fall River - Attleboro, Mass.	33,772	96
El Paso, Tex.	33,371	97
Mobile, Ala.	33,263	98
Melbourne - Titusville - Palm Bay, Fla.	33,036	99
Johnson City - Kingsport - Bristol, Tenn.	32,886	100
Total Top 100	**9,804,293**	
Manchester - Nashua, N.H.	32,686	101
Madison, Wisc.	32,552	102
Shreveport, La.	32,460	103
Columbia, S.C.	32,102	104
Bakersfield, Cal.	31,324	105
Chattanooga, Tenn.	31,166	106
Jersey City, N.J.	30,586	107
Pensacola, Fla.	30,561	108
Saginaw - Bay City - Midland, Mich.	30,256	109
Charleston, S.C.	29,214	110
Des Moines, Iowa	29,060	111
Sarasota, Fla.	28,965	112
Lansing - East Lansing, Mich.	28,838	113
Santa Barbara - Santa Maria - Lompoc, Cal.	28,594	114
Jackson, Miss.	28,239	115
Lafayette, La.	28,193	116
Reading, Pa.	28,060	117
Colorado Springs, Colo.	28,044	118
Fort Wayne, Ind.	27,936	119
Tacoma, Wash.	27,885	120
Trenton, N.J.	27,516	121
Atlantic City, N.J.	27,257	122
Fresno, Cal.	26,363	123
Fayetteville, N.C.	26,163	124
McAllen - Edinburg - Mission, Tex.	25,986	125
Lake County, Ill.	25,898	126
Binghamton, N.Y.	25,842	127
Brownsville - Harlingen, Tex.	25,831	128
South Bend - Mishawaka, Ind.	25,734	129
Canton, Ohio	25,028	130
Stockton, Cal.	24,757	131
Lakeland - Winter Haven, Fla.	24,634	132
Santa Rosa - Petaluma, Cal.	24,321	133
Fort Myers - Cape Coral, Fla.	23,961	134
Macon - Warner Robins, Ga.	23,839	135
New London - Norwich, Conn.	23,807	136
Spokane, Wash.	23,611	137
Bradenton, Fla.	23,398	138
Vallejo - Fairfield - Napa, Cal.	23,345	139
Lexington-Fayette, Ky.	23,068	140
Reno, Nev.	22,975	141
Modesto, Cal.	22,788	142
St. Cloud, Minn.	22,736	143
Davenport - Rock Island - Moline, Iowa-Ill.	22,701	144
Evansville, Ind.	22,410	145
Visalia - Tulare - Porterville, Cal.	22,365	146
Savannah, Ga.	22,114	147
Charleston, W.Va.	21,882	148
Springfield, Mo.	21,871	149
Peoria, Ill.	21,830	150
Total Top 150	**11,125,045**	
Asheville, N.C.	21,816	151
Salinas - Seaside - Monterey, Cal.	21,749	152
Augusta, Ga.	21,486	153
Kalamazoo, Mich.	21,449	154
Laredo, Tex.	21,388	155
Rockford, Ill.	21,370	156
Roanoke, Va.	21,020	157
Appleton - Oshkosh - Neenah, Wisc.	20,841	158
Amarillo, Tex.	20,664	159
Lake Charles, La.	20,588	160
Ann Arbor, Mich.	20,535	161
Odessa, Tex.	20,280	162
York, Pa.	20,248	163
Portsmouth - Dover - Rochester, N.H.	20,229	164
Galveston - Texas City, Tex.	20,067	165
Lubbock, Tex.	19,676	166
Huntington - Ashland, W.Va.-Ky.	19,544	167
Portland, Me.	19,285	168
Tallahassee, Fla.	19,013	169
Longview - Marshall, Tex.	18,918	170
Boulder - Longmont, Colo.	18,801	171
Erie, Pa.	18,515	172
Columbus, Ga.	17,757	173
Springfield, Ill.	17,450	174
Killeen - Temple, Tex.	17,396	175
Waco, Tex.	17,302	176
Hickory, N.C.	17,112	177
Salem, Ore.	17,025	178
Houma - Thibodaux, La.	16,847	179
Aurora - Elgin, Ill.	16,634	180
Montgomery, Ala.	16,383	181
Huntsville, Ala.	15,932	182
Fort Pierce, Fla.	15,795	183
Naples, Fla.	15,584	184
Abilene, Tex.	15,533	185
Monroe, La.	15,304	186
Duluth, Minn.	15,001	187
Orange County, N.Y.	14,990	188
Topeka, Kans.	14,876	189
Billings, Mont.	14,737	190
Green Bay, Wisc.	14,701	191
Boise, Ida.	14,599	192
Bryan - College Station, Tex.	14,585	193
Utica - Rome, N.Y.	14,500	194
Midland, Tex.	14,064	195
Wichita Falls, Tex.	13,901	196
Eugene - Springfield, Ore.	13,734	197
Johnstown, Pa.	13,705	198
Fort Walton Beach, Fla.	13,692	199
Fort Collins - Loveland, Colo.	13,670	200
Total Top 200	**12,005,336**	
Biloxi - Gulfport, Miss.	13,471	201
Tyler, Tex.	13,293	202
Terre Haute, Ind.	13,229	203
Wheeling, W.Va.	13,181	204
Charlottesville, Va.	12,987	205
Florence, S.C.	12,959	206
Poughkeepsie, N.Y.	12,891	207
Lorain - Elyria, Ohio	12,764	208
Anderson, S.C.	12,593	209
Provo - Orem, Utah	12,521	210
Lafayette - West Lafayette, Ind.	12,248	211
Lynchburg, Va.	12,150	212
Parkersburg - Marietta, W.Va.-Ohio	12,039	213
Chico, Cal.	12,010	214
Joliet, Ill.	11,996	215
Ocala, Fla.	11,987	216
Cedar Rapids, Iowa	11,709	217
Waterloo - Cedar Falls, Iowa	11,696	218
Richland - Kennewick - Pasco, Wash.	11,582	219
Alexandria, La.	11,541	220
Gainesville, Fla.	11,541	220
Lima, Ohio	11,387	222
Decatur, Ill.	11,346	223
Wilmington, N.C.	11,172	224
Burlington, Vt.	11,041	225
San Angelo, Tex.	11,025	226
Lincoln, Neb.	10,955	227
Fort Smith, Ark.	10,913	228
Sioux Falls, S.D.	10,771	229
Dothan, Ala.	10,767	230
Beaver County, Pa.	10,483	231
Eau Claire, Wisc.	10,470	232
Vineland - Millville - Bridgeton, N.J.	10,381	233
Fayetteville - Springdale, Ark.	10,313	234
Florence, Ala.	10,240	235
Great Falls, Mont.	10,121	236
Racine, Wisc.	10,102	237
Hagerstown, Md.	10,068	238
Brazoria, Tex.	10,031	239
Muskegon, Mich.	9,945	240
Albany, Ga.	9,900	241
Santa Cruz, Cal.	9,843	242
Texarkana, Tex.-Ark.	9,815	243
Vancouver, Wash.	9,729	244
Mansfield, Ohio	9,728	245
Pittsfield, Mass.	9,713	246
Burlington, N.C.	9,668	247
Columbia, Mo.	9,623	248
Olympia, Wash.	9,581	249
Yakima, Wash.	9,430	250
Total Top 250	**12,564,285**	
Joplin, Mo.	9,424	251
Pueblo, Colo.	9,396	252
Bremerton, Wash.	9,389	253
Clarksville - Hopkinsville, Tenn.-Ky.	9,380	254
Athens, Ga.	9,333	255
Jacksonville, N.C.	9,313	256
Fargo - Moorhead, N.D.-Minn.	9,276	257
Hamilton - Middletown, Ohio	9,224	258
Altoona, Pa.	9,204	259
Wausau, Wisc.	9,198	260
St. Joseph, Mo.	9,168	261
Muncie, Ind.	9,136	262
Bangor, Me.	9,110	263
Battle Creek, Mich.	9,033	264
La Crosse, Wisc.	8,868	265
Jackson, Tenn.	8,821	266
Sioux City, Iowa	8,814	267
Medford, Ore.	8,811	268
Las Cruces, N.M.	8,790	269
Redding, Cal.	8,770	270
Rochester, Minn.	8,754	271
Owensboro, Ky.	8,752	272
Champaign - Urbana - Rantoul, Ill.	8,743	273
Elmira, N.Y.	8,605	274
Pascagoula, Miss.	8,438	275
Janesville - Beloit, Wisc.	8,398	276
Jackson, Mich.	8,367	277
Lawton, Okla.	8,294	278
Bismarck, N.D.	8,232	279
Santa Fe, N.M.	7,996	280
Gadsden, Ala.	7,961	281
Rapid City, S.D.	7,882	282
Anderson, Ind.	7,853	283
Panama City, Fla.	7,795	284
Niagara Falls, N.Y.	7,784	285
Victoria, Tex.	7,765	286
Kankakee, Ill.	7,672	287
Bellingham, Wash.	7,533	288
Elkhart - Goshen, Ind.	7,523	289
Steubenville - Weirton, Ohio-W.Va.	7,439	290
State College, Pa.	7,272	291
Cheyenne, Wyo.	7,025	292
Greeley, Colo.	6,985	293
Sherman - Denison, Tex.	6,798	294
Bloomington - Normal, Ill.	6,769	295
Merced, Cal.	6,597	296
Yuba City, Cal.	6,429	297
Danville, Va.	6,389	298
Grand Forks, N.D.	6,347	299
Dubuque, Iowa	6,126	300
Pine Bluff, Ark.	6,114	301
Tuscaloosa, Ala.	5,999	302
Kenosha, Wisc.	5,865	303
Sharon, Pa.	5,820	304
Cumberland, Md.	5,485	305
Benton Harbor, Mich.	5,480	306
Kokomo, Ind.	5,135	307
Casper, Wyo.	5,118	308
Anniston, Ala.	5,109	309
Bloomington, Ind.	4,942	310
Enid, Okla.	4,920	311
Williamsport, Pa.	4,844	312
Iowa City, Iowa	4,801	313
Glens Falls, N.Y.	4,462	314
Lewiston - Auburn, Me.	4,343	315
Lawrence, Kans.	4,093	316
Sheboygan, Wisc.	3,985	317
Total Above Areas	**13,061,781**	
Percent of U.S.	**80.4189**	
U.S. Total	**16,242,187**	

FURNITURE & SLEEP EQUIPMENT SALES

Area	($000)	Rank
New York, N.Y.	1,157,331	1
Los Angeles - Long Beach, Cal.	1,063,927	2
Chicago, Ill.	841,233	3
Philadelphia, Pa.	602,594	4
Washington, D.C.	598,279	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	529,807	6
Detroit, Mich.	505,914	7
Houston, Tex.	492,219	8
Nassau - Suffolk, N.Y.	436,503	9
Atlanta, Ga.	365,709	10
Anaheim - Santa Ana, Cal.	318,456	11
Baltimore, Md.	303,012	12
Dallas, Tex.	302,473	13
San Francisco, Cal.	298,705	14
San Diego, Cal.	298,407	15
Minneapolis - St. Paul, Minn.	295,926	16
St. Louis, Mo.	289,954	17
Phoenix, Ariz.	289,148	18
Denver, Colo.	288,180	19
Cleveland, Ohio	286,963	20
Miami - Hialeah, Fla.	283,338	21
Tampa - St. Petersburg - Clearwater, Fla.	268,751	22
Oakland, Cal.	255,363	23
Newark, N.J.	252,072	24
Pittsburgh, Pa.	248,902	25
Bergen - Passaic, N.J.	244,213	26
Seattle, Wash.	226,161	27
San Jose, Cal.	217,572	28
Norfolk - Virginia Beach - Newport News, Va.	213,514	29
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	204,260	30
Kansas City, Mo.-Kans.	193,380	31
Riverside - San Bernardino, Cal.	190,845	32
Greensboro - Winston-Salem - High Point, N.C.	190,794	33
New Orleans, La.	190,274	34
Oklahoma City, Okla.	172,199	35
Cincinnati, Ohio	168,508	36
Middlesex - Somerset - Hunterdon, N.J.	167,163	37
West Palm Beach - Boca Raton - Delray Beach, Fla.	166,710	38
Sacramento, Cal.	155,711	39
Memphis, Tenn.	153,557	40
Columbus, Ohio	153,434	41
Indianapolis, Ind.	153,075	42
San Antonio, Tex.	147,009	43
Milwaukee, Wisc.	143,368	44
Bridgeport - Stamford - Norwalk - Danbury, Conn.	142,772	45
Fort Worth - Arlington, Tex.	141,580	46
Portland, Ore.	138,935	47
Hartford - New Britain - Middletown - Bristol, Conn.	136,688	48
Salt Lake City - Ogden, Utah	134,602	49
Louisville, Ky.	122,681	50
Total Top 50	**15,142,171**	
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	117,642	51
Rochester, N.Y.	117,571	52
Orlando, Fla.	115,931	53
Birmingham, Ala.	108,719	54
Tulsa, Okla.	105,128	55
Dayton - Springfield, Ohio	104,006	56
Albany - Schenectady - Troy, N.Y.	102,136	57
Jacksonville, Fla.	100,538	58
Monmouth - Ocean, N.J.	100,376	59
Nashville, Tenn.	97,850	60
Buffalo, N.Y.	95,719	61
Richmond - Petersburg, Va.	94,662	62
New Haven - Waterbury - Meriden, Conn.	94,474	63
Austin, Tex.	91,124	64
Knoxville, Tenn.	85,340	65
Providence - Pawtucket - Woonsocket, R.I.	85,108	66
Raleigh - Durham, N.C.	83,883	67
Omaha, Neb.	80,692	68
Tucson, Ariz.	79,121	69
Wilmington, Del.	75,402	70
Grand Rapids, Mich.	75,348	71
Toledo, Ohio	74,796	72
Las Vegas, Nev.	74,226	73
Allentown - Bethlehem, Pa.	72,732	74
Baton Rouge, La.	72,609	75
Honolulu, Haw.	71,896	76
Sarasota, Fla.	71,011	77
Fort Myers - Cape Coral, Fla.	69,746	78
Syracuse, N.Y.	68,771	79
El Paso, Tex.	66,244	80
Worcester - Fitchburg - Leominster, Mass.	66,160	81
Scranton - Wilkes-Barre, Pa.	64,282	82
Greenville - Spartanburg, S.C.	62,710	83
Albuquerque, N.M.	61,821	84
Little Rock - North Little Rock, Ark.	60,830	85
Oxnard - Ventura, Cal.	60,513	86
Manchester - Nashua, N.H.	59,991	87
Fresno, Cal.	59,771	88
Charleston, S.C.	59,496	89
Springfield, Mass.	59,393	90
Santa Barbara - Santa Maria - Lompoc, Cal.	59,220	91
Gary - Hammond, Ind.	58,633	92
Chattanooga, Tenn.	57,764	93
Wichita, Kans.	56,244	94
Harrisburg - Lebanon - Carlisle, Pa.	54,837	95
Madison, Wisc.	54,341	96
Shreveport, La.	54,188	97
Colorado Springs, Colo.	53,582	98
Youngstown - Warren, Ohio	53,478	99
Jersey City, N.J.	53,356	100
Total Top 100	**18,965,583**	
New Bedford - Fall River - Attleboro, Mass.	52,662	101
Tacoma, Wash.	52,078	102
Fayetteville, N.C.	51,721	103
Mobile, Ala.	51,162	104
Lake County, Ill.	51,130	105
Anchorage, Alas.	50,374	106
Saginaw - Bay City - Midland, Mich.	50,337	107
Bakersfield, Cal.	49,489	108
Des Moines, Iowa	48,505	109
Akron, Ohio	48,286	110
Jackson, Miss.	48,057	111
Flint, Mich.	47,144	112
Lexington-Fayette, Ky.	46,905	113
Corpus Christi, Tex.	45,794	114
Lancaster, Pa.	43,586	115
Columbia, S.C.	42,546	116
Fort Wayne, Ind.	42,241	117
Evansville, Ind.	41,783	118
Portsmouth - Dover - Rochester, N.H.	41,552	119
Reno, Nev.	41,507	120
Lansing - East Lansing, Mich.	41,500	121
Augusta, Ga.	41,492	122
St. Cloud, Minn.	41,386	123
Beaumont - Port Arthur, Tex.	41,271	124
Modesto, Cal.	40,763	125
Lafayette, La.	40,664	126
Spokane, Wash.	40,602	127
Santa Rosa - Petaluma, Cal.	40,141	128
McAllen - Edinburg - Mission, Tex.	39,491	129
Trenton, N.J.	39,028	130
Davenport - Rock Island - Moline, Iowa-Ill.	39,011	131
Johnson City - Kingsport - Bristol, Tenn.	38,711	132
Melbourne - Titusville - Palm Bay, Fla.	38,637	133
South Bend - Mishawaka, Ind.	38,557	134
Lubbock, Tex.	38,461	135
Rockford, Ill.	37,930	136
Boulder - Longmont, Colo.	37,883	137
Pensacola, Fla.	37,010	138
Vallejo - Fairfield - Napa, Cal.	36,349	139
Daytona Beach, Fla.	36,253	140
Peoria, Ill.	35,967	141
Eugene - Springfield, Ore.	35,758	142
Canton, Ohio	35,031	143
Laredo, Tex.	34,906	144
Odessa, Tex.	34,609	145
Columbus, Ga.	34,113	146
Ann Arbor, Mich.	33,656	147
Macon - Warner Robins, Ga.	33,347	148
Stockton, Cal.	33,254	149
Savannah, Ga.	32,427	150
Total Top 150	**21,040,649**	
Salinas - Seaside - Monterey, Cal.	32,291	151
Naples, Fla.	32,209	152
Orange County, N.Y.	32,038	153
Visalia - Tulare - Porterville, Cal.	31,448	154
Hickory, N.C.	31,288	155
Kalamazoo, Mich.	31,286	156
York, Pa.	31,107	157
Appleton - Oshkosh - Neenah, Wisc.	31,060	158
Reading, Pa.	30,925	159
Atlantic City, N.J.	30,514	160
Springfield, Mo.	30,276	161
Huntington - Ashland, W.Va.-Ky.	30,259	162
Montgomery, Ala.	30,243	163
Utica - Rome, N.Y.	30,164	164
Huntsville, Ala.	29,911	165
Fort Pierce, Fla.	29,738	166
Lakeland - Winter Haven, Fla.	29,486	167
Aurora - Elgin, Ill.	29,211	168
Midland, Tex.	28,231	169
Roanoke, Va.	28,169	170
Killeen - Temple, Tex.	27,624	171
New London - Norwich, Conn.	26,920	172
Poughkeepsie, N.Y.	26,655	173
Tallahassee, Fla.	26,185	174
Brownsville - Harlingen, Tex.	25,878	175
Amarillo, Tex.	25,039	176
Fort Walton Beach, Fla.	24,915	177
Erie, Pa.	24,789	178
Billings, Mont.	24,752	179
Tyler, Tex.	24,644	180
Wichita Falls, Tex.	23,927	181
Wilmington, N.C.	23,897	182
Portland, Me.	23,719	183
Charleston, W.Va.	23,546	184
Lorain - Elyria, Ohio	23,018	185
Duluth, Minn.	22,779	186
Green Bay, Wisc.	22,444	187
Binghamton, N.Y.	22,233	188
Ocala, Fla.	22,065	189
Longview - Marshall, Tex.	21,936	190
Asheville, N.C.	21,911	191
Houma - Thibodaux, La.	21,792	192
Abilene, Tex.	21,069	193
Joplin, Mo.	20,931	194
Jacksonville, N.C.	20,691	195
Biloxi - Gulfport, Miss.	20,673	196
Joliet, Ill.	20,491	197
Waco, Tex.	20,062	198
Lincoln, Neb.	19,901	199
Boise, Ida.	19,863	200
Total Top 200	**22,344,852**	
Sioux Falls, S.D.	19,837	201
Wheeling, W.Va.	19,831	202
Springfield, Ill.	19,818	203
Alexandria, La.	19,264	204
Monroe, La.	19,134	205
Lake Charles, La.	19,038	206
Fort Smith, Ark.	19,036	207
Bradenton, Fla.	19,027	208
Albany, Ga.	17,830	209
Lawton, Okla.	17,679	210
Dothan, Ala.	17,659	211
Santa Cruz, Cal.	17,453	212
Hamilton - Middletown, Ohio	17,290	213
Cedar Rapids, Iowa	17,273	214
Gainesville, Fla.	17,257	215
Lynchburg, Va.	17,215	216
Beaver County, Pa.	17,162	217
Topeka, Kans.	17,139	218
Johnstown, Pa.	16,888	219
Salem, Ore.	16,539	220
Clarksville - Hopkinsville, Tenn.-Ky.	16,382	221
Eau Claire, Wisc.	16,323	222
Charlottesville, Va.	16,262	223
Rochester, Minn.	16,122	224
San Angelo, Tex.	16,060	225
Fargo - Moorhead, N.D.-Minn.	16,050	226
Parkersburg - Marietta, W.Va.-Ohio	16,017	227
Terre Haute, Ind.	15,915	228
Burlington, Vt.	15,807	229
Champaign - Urbana - Rantoul, Ill.	15,638	230
Lima, Ohio	15,636	231
Richland - Kennewick - Pasco, Wash.	15,601	232
Texarkana, Tex.-Ark.	15,571	233
Muncie, Ind.	15,400	234
Altoona, Pa.	15,377	235
Hagerstown, Md.	15,191	236
Racine, Wisc.	14,832	237
Vancouver, Wash.	14,811	238
Niagara Falls, N.Y.	14,747	239
Decatur, Ill.	14,658	240
Waterloo - Cedar Falls, Iowa	14,617	241
Fort Collins - Loveland, Colo.	14,557	242
Bloomington - Normal, Ill.	14,527	243
Brazoria, Tex.	14,443	244
Pueblo, Colo.	14,424	245
Burlington, N.C.	14,238	246
Mansfield, Ohio	14,099	247
Panama City, Fla.	13,919	248
Fayetteville - Springdale, Ark.	13,912	249
Tuscaloosa, Ala.	13,758	250
Total Top 250	**23,162,115**	
Muskegon, Mich.	13,583	251
Las Cruces, N.M.	13,339	252
Galveston - Texas City, Tex.	13,297	253
Yuba City, Cal.	13,164	254
Anderson, S.C.	12,988	255
Sharon, Pa.	12,662	256
Rapid City, S.D.	12,543	257
Olympia, Wash.	12,479	258
Santa Fe, N.M.	12,258	259
Jackson, Tenn.	12,221	260
Bryan - College Station, Tex.	12,210	261
Yakima, Wash.	12,191	262
Provo - Orem, Utah	12,080	263
Jackson, Mich.	12,061	264
Williamsport, Pa.	12,039	265
Bremerton, Wash.	12,024	266
Bismarck, N.D.	11,935	267
Florence, S.C.	11,814	268
Wausau, Wisc.	11,785	269
Victoria, Tex.	11,533	270
Athens, Ga.	11,480	271
Sioux City, Iowa	11,371	272
Columbia, Mo.	11,170	273
Great Falls, Mont.	11,092	274
St. Joseph, Mo.	11,071	275
Chico, Cal.	11,002	276
Kokomo, Ind.	10,858	277
Cheyenne, Wyo.	10,643	278
Casper, Wyo.	10,618	279
Pittsfield, Mass.	10,546	280
Owensboro, Ky.	10,532	281
Grand Forks, N.D.	10,527	282
Redding, Cal.	10,490	283
Bellingham, Wash.	10,384	284
Elkhart - Goshen, Ind.	10,277	285
Merced, Cal.	10,252	286
Bangor, Me.	10,233	287
Greeley, Colo.	10,222	288
La Crosse, Wisc.	10,189	289
Kankakee, Ill.	10,049	290
Sherman - Denison, Tex.	10,000	291
Anderson, Ind.	9,992	292
Enid, Okla.	9,836	293
Steubenville - Weirton, Ohio-W.Va.	9,827	294
Medford, Ore.	9,817	295
Janesville - Beloit, Wisc.	9,654	296
Elmira, N.Y.	9,646	297
Lafayette - West Lafayette, Ind.	9,560	298
Kenosha, Wisc.	9,514	299
Vineland - Millville - Bridgeton, N.J.	9,496	300
Pascagoula, Miss.	9,447	301
Florence, Ala.	9,263	302
Cumberland, Md.	9,073	303
State College, Pa.	8,961	304
Anniston, Ala.	8,917	305
Gadsden, Ala.	8,658	306
Battle Creek, Mich.	8,554	307
Benton Harbor, Mich.	8,549	308
Glens Falls, N.Y.	8,213	309
Pine Bluff, Ark.	8,200	310
Sheboygan, Wisc.	7,974	311
Dubuque, Iowa	7,460	312
Danville, Va.	7,407	313
Bloomington, Ind.	7,315	314
Iowa City, Iowa	6,589	315
Lewiston - Auburn, Me.	5,660	316
Lawrence, Kans.	3,734	317
Total Above Areas	**23,854,643**	
Percent of U.S.	**85.2745**	
U.S. Total	**27,973,938**	

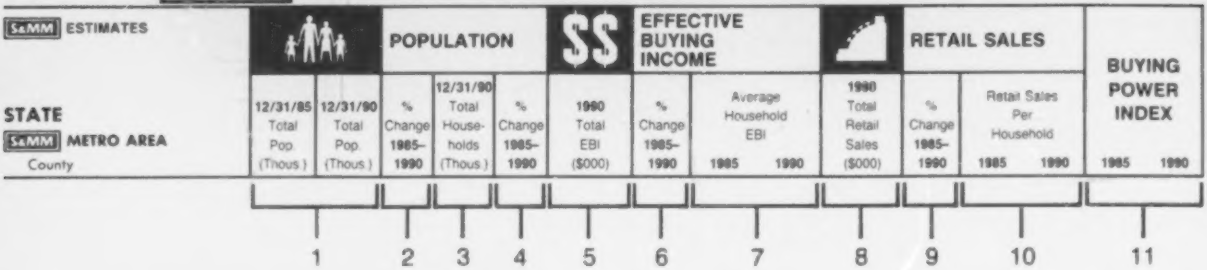
SECTION C

Sales and Marketing MANAGEMENT

1990 Projections For U.S. Metropolitan Markets

Data in this Survey of Buying Power—Part II have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS



1 Updated from the 1980 Census of Population and Housing. **Total Population** is a head-count estimate of all **persons** living in the metropolitan market at the end of the year. It includes persons living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes tourists and transients. The **projected 1990 population** is based upon expected trends in births, deaths, outmigration, and inmigration.

2 Percent Change between 12/31/85 and 12/31/90, with 1985 as the base year, of a market's total population. A minus sign indicates a decline.

3 Households are units made up of families or unrelated individuals occupying a house, apartment, or other group of rooms, or a room regarded as a housing unit under the rules of the 1980 Census of Population and Housing. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household. The projection is based upon population trends that will affect household size.

4 Percent Change between 12/31/85 and 12/31/90, with 1985 as the base year, of a market's total households. A minus sign indicates a decline.

5 Effective Buying Income (EBI), a classification developed exclusively by Sales and Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military, diplomatic, and business personnel stationed overseas is deducted from this total to arrive at Effective Buying Income. EBI for 1990 is stated in current dollars.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income groups, as reported in the July 28 *Survey of Buying Power*, should be considered.

6 Percent Change between 1985 and 1990, with 1985 as the base year, of a market's total EBI. A minus sign indicates a decline.

7 Average Household Effective Buying Income (EBI) is calculated by dividing the number of households into total EBI. Often used as an indicator of market quality, but it can be misleading where there is a disproportionate share of institutional population (for example, students or armed forces) in quarters not considered households. Because their income is included in the total EBI, an average EBI per household could be deceptively higher than the average of the area's actual household population.

8 Total Retail Sales are net sales (minus refunds and allowances for returns) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted. In line with new Census Bureau policy, they no longer include: (1) sales and other taxes collected from customers, and (2) carrying charges or other charges for credit. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas as well as by the purchases of nonhousehold units, such as businesses, and by inhabitants of group quarters. Retail sales for 1990 are stated in current dollars.

9 Percent Change between 1985 and 1990, with 1985 as the base year, of a market's total retail sales. A minus sign indicates a decline in retail sales.

10 Retail Sales Per Household is a mathematical average calculated by dividing the market's total households into total retail sales. However, it should be used with caution because retail sales can include purchases by nonhousehold units within the market (such as businesses and residences of group quarters) as well as by households not domiciled within the market.

11 Buying Power Index (BPI) is a weighted index that converts three basic elements—population, EBI, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S. potential. It is calculated by giving a weight of 5 to the market's share of total U.S. EBI, 3 to its share of total U.S. retail sales, and 2 to its share of total U.S. population. The total of those weighted percents is then divided by 10 to arrive at the BPI. However, depending upon what your research has revealed about buyers of your products, you can construct your own customized BPI by using any of the factors contained in the tables and assigning to them what you think are relevant weights.

SUMMARY OF S&MM's PROJECTIONS BY REGION AND STATE

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
REGION State	12/31/85 Total Pop (Thous.)	12/31/90 Total Pop (Thous.)	% Change 1985–1990	12/31/90 Total House-holds (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
NEW ENGLAND	**12,706.7**	**13,004.9**	**2.3**	**4,896.6**	**4.8**	**248,731,867**	**47.3**	**36,129**	**50,797**	**130,665,576**	**48.3**	**18,853**	**26,685**	**5.9646**	**5.8497**
Connecticut	3,175.9	3,235.7	1.9	1,204.5	4.3	71,072,726	46.5	41,998	59,006	32,264,381	47.3	18,970	26,787	1.6008	1.5606
Maine	1,175.4	1,214.2	3.3	456.4	5.8	17,963,690	52.5	27,314	39,360	10,822,025	51.0	16,626	23,712	.4621	.4641
Massachusetts	5,847.4	5,942.2	1.6	2,255.0	4.0	114,528,123	45.1	36,405	50,789	61,802,057	46.7	19,436	27,407	2.8008	2.7133
New Hampshire	1,000.7	1,068.7	6.8	403.2	9.5	19,543,199	55.6	34,101	48,470	11,893,632	55.8	20,736	29,498	.4714	.4866
Rhode Island	969.5	984.7	1.6	366.2	3.7	17,421,290	49.1	33,110	47,573	8,391,195	48.7	15,982	22,914	.4106	.4047
Vermont	537.8	559.4	4.0	211.3	6.6	8,202,839	52.0	27,235	38,821	5,492,286	51.8	18,259	25,993	.2189	.2204
MIDDLE ATLANTIC	**37,597.1**	**38,255.2**	**1.8**	**14,499.9**	**4.1**	**679,916,303**	**44.0**	**33,886**	**46,891**	**302,139,360**	**44.8**	**14,974**	**20,837**	**16.0380**	**15.4123**
New Jersey	7,618.9	7,826.5	2.7	2,906.2	5.2	159,952,974	47.5	39,251	55,039	71,703,018	47.8	17,560	24,672	3.6129	3.5422
New York	17,966.2	18,318.9	2.0	6,961.4	4.3	324,874,490	41.9	34,296	46,668	138,722,102	44.8	14,349	19,927	7.6406	7.2862
Pennsylvania	12,012.0	12,109.8	.8	4,632.3	3.1	195,088,839	44.9	29,975	42,115	91,714,240	42.6	14,311	19,799	4.7845	4.5839
EAST NORTH CENTRAL	**42,092.1**	**42,418.7**	**.8**	**15,837.6**	**3.0**	**720,039,679**	**47.4**	**31,780**	**45,464**	**337,849,202**	**45.2**	**15,138**	**21,332**	**17.2244**	**16.7297**
Illinois	11,640.4	11,795.6	1.3	4,412.4	3.6	213,605,070	46.4	34,266	48,410	91,315,493	44.6	14,830	20,695	4.9304	4.7726
Indiana	5,585.8	5,641.5	1.0	2,064.8	3.0	88,964,034	49.5	29,681	43,086	46,943,812	47.4	15,889	22,735	2.2109	2.1734
Michigan	9,211.9	9,253.5	.5	3,402.5	2.7	157,676,317	47.4	32,286	46,341	75,684,097	45.6	15,688	22,244	3.7921	3.6851
Ohio	10,836.0	10,826.0	–.1	4,104.9	2.1	179,329,646	46.6	30,435	43,687	87,842,424	44.5	15,124	21,399	4.3909	4.2406
Wisconsin	4,818.0	4,902.1	1.7	1,853.0	4.1	80,464,612	49.3	30,286	43,424	36,063,376	44.3	14,040	19,462	1.9001	1.8580
WEST NORTH CENTRAL	**17,773.0**	**18,217.1**	**2.5**	**6,839.7**	**3.9**	**302,397,586**	**48.8**	**30,870**	**44,212**	**153,499,821**	**46.9**	**15,874**	**22,442**	**7.3502**	**7.2251**
Iowa	2,942.8	2,959.3	.6	1,151.0	2.6	47,137,441	47.4	28,511	40,953	21,469,937	40.6	13,609	18,653	1.1437	1.1003
Kansas	2,470.5	2,558.7	3.6	976.9	5.1	45,657,066	48.9	32,996	46,737	20,960,860	48.8	15,161	21,457	1.0557	1.0439
Minnesota	4,224.3	4,343.8	2.8	1,625.7	4.9	76,009,395	51.6	32,361	46,755	40,745,057	49.6	17,580	25,063	1.8319	1.8286
Missouri	5,093.8	5,212.4	2.3	1,907.1	2.5	82,703,250	46.8	30,278	43,366	44,940,306	46.1	16,535	23,565	2.0902	2.0367
Nebraska	1,622.4	1,663.0	2.5	636.7	4.6	27,655,244	49.3	30,430	43,435	13,281,709	47.6	14,779	20,860	.6590	.6497
North Dakota	699.9	737.3	5.3	264.1	6.6	12,203,936	50.2	32,796	46,210	6,346,925	49.3	17,159	24,032	.2946	.2939
South Dakota	719.3	742.6	3.2	278.2	5.4	11,031,254	49.1	28,028	39,652	5,755,027	48.6	14,672	20,687	.2751	.2720
SOUTH ATLANTIC	**40,558.6**	**43,611.2**	**7.5**	**16,490.8**	**9.9**	**698,515,585**	**54.9**	**30,048**	**42,358**	**367,798,284**	**54.1**	**15,907**	**22,303**	**16.5520**	**16.9997**
Delaware	621.4	640.8	3.1	233.9	5.6	11,432,053	51.0	34,191	48,876	6,311,352	49.7	19,042	26,983	.2774	.2766
District of Columbia	621.0	606.0	–2.4	253.1	–.2	13,508,803	41.2	37,702	53,373	4,670,006	41.6	13,004	18,451	.2933	.2750
Florida	11,435.2	12,905.3	12.9	5,260.3	15.4	213,240,096	60.8	29,088	[illegible]	117,025,708	58.7	16,174	22,247	4.9040	5.2255
Georgia	5,990.5	6,444.0	7.6	2,330.3	9.8	97,083,999	54.3	29,661	41,662	52,246,954	53.2	16,073	22,421	2.3544	2.4093
Maryland	4,436.4	4,622.4	4.2	1,695.9	6.5	84,323,164	47.8	35,818	49,722	42,997,403	49.0	18,125	25,354	2.0076	1.9813
North Carolina	6,304.9	6,656.1	5.6	2,489.2	8.3	97,067,879	54.6	27,314	38,996	52,975,881	53.9	14,973	21,282	2.3850	2.4363
South Carolina	3,396.3	3,621.6	6.6	1,312.0	9.3	48,611,467	56.3	25,906	37,051	26,313,059	54.7	14,162	20,056	1.2031	1.2397
Virginia	5,785.0	6,143.1	6.2	2,167.6	7.0	106,577,257	52.8	34,426	49,168	51,717,641	53.4	16,643	23,859	2.4511	2.4900
West Virginia	1,967.9	1,971.9	.2	748.5	2.4	26,670,867	52.4	23,947	35,632	13,540,280	45.3	12,750	18,090	.6761	.6660
EAST SOUTH CENTRAL	**15,306.5**	**15,796.6**	**3.2**	**5,821.4**	**5.5**	**217,717,518**	**54.6**	**25,538**	**37,400**	**111,492,996**	**49.9**	**13,486**	**19,152**	**5.3857**	**5.4275**
Alabama	4,079.8	4,226.9	3.6	1,572.9	6.0	56,525,530	52.5	24,968	35,937	26,718,973	47.9	12,166	16,987	1.3889	1.3871
Kentucky	3,786.2	3,883.9	2.6	1,413.9	4.6	55,444,668	54.9	26,486	39,214	26,927,000	49.1	13,366	19,044	1.3417	1.3502
Mississippi	2,647.3	2,744.8	3.7	972.6	6.2	33,035,077	56.2	23,110	33,966	17,529,045	50.9	12,690	18,023	.8474	.8597
Tennessee	4,793.2	4,941.0	3.1	1,862.0	5.5	72,712,243	55.2	26,550	39,051	40,317,978	51.3	15,100	21,653	1.8077	1.8305
WEST SOUTH CENTRAL	**26,698.9**	**29,306.0**	**9.8**	**10,670.8**	**11.8**	**453,410,303**	**56.9**	**30,281**	**42,491**	**229,975,769**	**49.4**	**16,135**	**21,552**	**10.6859**	**10.9875**
Arkansas	2,401.6	2,491.0	3.7	923.4	5.6	32,929,555	51.8	24,801	35,661	16,112,710	45.5	12,660	17,449	.8251	.8181
Louisiana	4,532.6	4,806.1	6.0	1,721.1	8.5	68,787,588	56.1	27,775	39,967	34,846,835	46.6	14,984	20,247	1.6745	1.6947
Oklahoma	3,356.0	3,647.6	8.7	1,403.7	10.6	54,523,363	53.8	27,932	38,843	28,647,867	47.4	15,313	20,409	1.3295	1.3453
Texas	16,408.7	18,361.3	11.9	6,622.6	14.0	297,169,797	58.3	32,303	44,872	150,368,357	50.9	17,152	22,705	6.8568	7.1294
MOUNTAIN	**13,020.3**	**14,464.7**	**11.1**	**5,444.4**	**13.2**	**222,956,074**	**60.1**	**28,948**	**40,951**	**118,058,077**	**55.3**	**15,806**	**21,684**	**5.2017**	**5.4786**
Arizona	3,252.2	3,722.5	14.5	1,459.1	17.5	56,244,316	61.4	28,065	38,547	28,941,242	57.3	14,821	19,835	1.2878	1.3758
Colorado	3,269.7	3,609.8	10.4	1,436.4	12.8	64,776,403	60.2	31,758	45,096	33,344,897	55.9	16,792	23,214	1.4535	1.5312
Idaho	1,029.9	1,101.4	6.9	372.5	6.1	15,051,760	55.4	27,594	40,407	7,124,690	46.8	13,830	19,127	.3628	.3676
Montana	836.7	881.6	5.4	345.5	7.4	12,366,545	53.0	25,134	35,793	6,721,552	42.8	14,636	19,455	.3150	.3127
Nevada	940.9	1,065.4	13.2	443.3	15.7	19,122,683	67.6	29,783	43,137	11,848,298	64.6	18,791	26,727	.4367	.4808
New Mexico	1,475.7	1,629.3	10.4	590.6	12.7	21,697,353	56.8	26,403	36,738	12,592,829	55.1	15,492	21,322	.5443	.5665
Utah	1,698.8	1,900.5	11.9	589.7	12.3	24,102,781	61.5	28,417	40,873	11,803,728	52.5	14,741	20,016	.5739	.6050
Wyoming	516.4	554.2	7.3	207.3	9.4	9,594,233	60.0	31,650	46,282	5,680,841	57.2	19,074	27,404	.2277	.2390
PACIFIC	**35,080.3**	**37,952.6**	**8.2**	**14,272.6**	**10.0**	**682,469,087**	**52.5**	**34,499**	**47,817**	**334,904,405**	**53.5**	**16,820**	**23,465**	**15.5975**	**15.8899**
Alaska	537.8	660.2	22.8	233.3	25.9	12,936,783	65.0	42,320	55,451	7,304,123	67.7	23,507	31,308	.2784	.3102
California	26,345.3	28,710.9	9.0	10,755.2	10.8	525,472,335	51.7	35,664	48,858	257,582,272	53.9	17,237	23,950	11.9694	12.1901
Hawaii	1,071.3	1,162.7	8.5	369.4	10.6	19,582,705	54.5	37,952	53,012	10,394,661	55.5	20,009	28,139	.4590	.4730
Oregon	2,709.2	2,759.0	1.8	1,068.7	3.1	44,091,646	55.7	27,323	41,257	22,655,863	49.5	14,623	21,199	1.0567	1.0655
Washington	4,416.7	4,659.8	5.5	1,846.0	8.0	80,385,618	53.2	30,707	43,546	36,967,486	49.9	14,433	20,026	1.8340	1.8511
TOTAL UNITED STATES	**240,833.5**	**253,027.0**	**5.1**	**94,773.8**	**7.2**	**4,226,154,002**	**50.9**	**31,674**	**44,592**	**2,086,383,490**	**49.5**	**15,782**	**22,014**	**100.0000**	**100.0000**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/85 Total Pop. (Thous.)	12/31/90 Total Pop. (Thous.)	% Change 1985–1990	12/31/90 Total House-holds (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
ALABAMA															
ANNISTON	125.7	129.0	2.6	46.3	5.0	1,610,465	48.4	24,608	34,783	613,236	32.8	10,470	13,245	.0398	.0380
Calhoun	125.7	129.0	2.6	46.3	5.0	1,610,465	48.4	24,608	34,783	613,236	32.8	10,470	13,245	.0398	.0380
BIRMINGHAM	922.1	951.3	3.2	365.1	5.4	13,999,235	50.3	26,895	38,344	6,558,926	46.0	12,965	17,965	.3395	.3349
Blount	39.3	41.8	6.4	15.4	8.5	402,532	40.3	20,211	26,138	111,213	36.5	5,737	7,222	.0102	.0096
Jefferson	682.7	689.1	.9	270.6	3.3	10,634,894	47.8	27,469	39,301	5,675,579	46.9	14,742	20,974	.2682	.2618
St. Clair	47.3	52.0	9.9	18.2	12.3	504,846	42.6	21,856	27,739	127,276	34.1	5,859	6,993	.0123	.0119
Shelby	80.2	92.7	15.6	32.7	18.5	1,569,257	78.4	31,873	47,990	287,217	55.3	6,702	8,783	.0263	.0300
Walker	72.6	75.7	4.3	28.2	6.8	887,706	48.3	22,677	31,479	357,641	33.8	10,126	12,682	.0225	.0216
DOTHAN	128.5	134.4	4.6	49.5	6.9	1,762,184	53.0	24,869	35,600	1,213,190	54.1	17,007	24,509	.0482	.0490
Dale	46.4	46.1	–.6	16.1	1.3	599,416	48.6	25,370	37,231	214,084	46.3	9,205	13,297	.0142	.0138
Houston	82.1	88.3	7.6	33.4	9.9	1,162,768	55.4	24,607	34,813	999,106	55.8	21,088	29,913	.0340	.0352
FLORENCE	141.0	146.1	3.6	56.0	6.3	1,775,978	40.4	24,004	31,714	887,384	38.7	12,143	15,846	.0479	.0453
Colbert	56.2	57.5	2.3	22.1	4.7	639,664	32.1	22,955	28,944	346,495	35.0	12,161	15,679	.0187	.0171
Lauderdale	84.8	88.6	4.5	33.9	7.3	1,136,314	45.6	24,704	33,520	540,889	41.1	12,131	15,955	.0292	.0282
GADSDEN	105.2	106.7	1.4	40.9	3.8	1,175,204	33.6	22,320	28,734	529,581	24.8	10,767	12,948	.0337	.0300
Etowah	105.2	106.7	1.4	40.9	3.8	1,175,204	33.6	22,320	28,734	529,581	24.8	10,767	12,948	.0337	.0300
HUNTSVILLE	213.1	227.0	6.5	86.3	9.2	4,243,229	65.7	32,418	49,168	1,776,129	54.0	14,598	20,581	.0882	.0937
Madison	213.1	227.0	6.5	86.3	9.2	4,243,229	65.7	32,418	49,168	1,776,129	54.0	14,598	20,581	.0882	.0937
MOBILE	473.8	498.0	5.1	183.1	7.6	7,603,556	62.1	27,581	41,527	3,965,974	57.1	14,840	21,660	.1774	.1864
Baldwin	89.5	99.2	10.8	37.1	13.8	1,531,666	71.7	27,360	41,285	714,651	65.6	13,235	19,263	.0326	.0363
Mobile	384.3	398.8	3.8	146.0	6.2	6,071,890	59.8	27,633	41,588	3,251,323	55.4	15,220	22,269	.1448	.1501
MONTGOMERY	293.9	310.9	5.8	114.0	8.5	4,736,205	60.9	28,008	41,546	2,366,148	57.1	14,332	20,756	.1094	.1146
Autauga	35.8	38.6	7.8	13.4	11.7	577,371	68.4	28,576	43,087	211,455	63.5	10,775	15,780	.0119	.0129
Elmore	48.3	51.8	7.2	17.7	9.3	602,017	50.0	24,775	34,012	175,548	46.1	7,419	9,918	.0137	.0137
Montgomery	209.8	220.5	5.1	82.9	7.8	3,556,817	61.7	28,600	42,905	1,979,145	57.5	16,344	23,874	.0838	.0880
TUSCALOOSA	144.2	150.4	4.3	55.8	6.9	1,995,247	55.4	24,594	35,757	1,110,323	52.9	13,913	19,898	.0505	.0515
Tuscaloosa	144.2	150.4	4.3	55.8	6.9	1,995,247	55.4	24,594	35,757	1,110,323	52.9	13,913	19,898	.0505	.0515
TOTAL METRO COUNTIES	2,596.0	2,702.9	4.1	1,015.3	6.5	39,439,387	54.4	26,803	38,845	19,230,681	49.6	13,492	18,941	.9482	.9567
TOTAL STATE	4,079.8	4,226.9	3.6	1,572.9	6.0	56,525,530	52.5	24,968	35,937	26,718,973	47.9	12,166	16,987	1.3889	1.3871
ALASKA															
ANCHORAGE	237.1	296.3	25.0	112.2	28.4	6,243,446	64.6	43,394	55,646	4,450,219	71.4	29,710	39,663	.1432	.1613
Anchorage	237.1	296.3	25.0	112.2	28.4	6,243,446	64.6	43,394	55,646	4,450,219	71.4	29,710	39,663	.1432	.1613
TOTAL METRO COUNTIES	237.1	296.3	25.0	112.2	28.4	6,243,445	64.6	43,394	55,646	4,450,219	71.4	29,710	39,663	.1432	.1613
TOTAL STATE	537.8	660.2	22.8	233.3	25.9	12,936,783	65.0	42,320	55,451	7,304,123	67.7	23,507	31,308	.2784	.3102
ARIZONA															
PHOENIX	1,841.1	2,135.5	16.0	855.1	18.9	36,719,360	67.0	30,579	42,942	19,172,834	63.7	16,285	22,422	.7974	.8789
Maricopa	1,841.1	2,135.5	16.0	855.1	18.9	36,719,360	67.0	30,579	42,942	19,172,834	63.7	16,285	22,422	.7974	.8789
TUCSON	634.6	724.8	14.2	296.3	17.1	10,121,261	53.4	26,071	34,159	4,894,028	48.1	13,063	16,517	.2415	.2475
Pima	634.6	724.8	14.2	296.3	17.1	10,121,261	53.4	26,071	34,159	4,894,028	48.1	13,063	16,517	.2415	.2475
TOTAL METRO COUNTIES	2,475.7	2,860.3	15.5	1,151.4	18.4	46,840,621	63.9	29,406	40,681	24,066,862	60.3	15,447	20,902	1.0389	1.1264
TOTAL STATE	3,252.2	3,722.5	14.5	1,459.1	17.5	56,244,316	61.4	28,065	38,547	28,941,242	57.3	14,821	19,835	1.2878	1.3758
ARKANSAS															
FAYETTEVILLE - SPRINGDALE	107.6	114.0	5.9	43.4	8.8	1,579,887	56.8	25,251	36,403	968,364	55.4	15,620	22,313	.0403	.0417
Washington	107.6	114.0	5.9	43.4	8.8	1,579,887	56.8	25,251	36,403	968,364	55.4	15,620	22,313	.0403	.0417
FORT SMITH	178.5	191.8	7.5	71.3	8.5	2,703,673	56.1	26,366	37,920	1,230,946	44.1	12,999	17,264	.0643	.0648
Crawford	42.1	46.5	10.5	16.0	10.3	582,634	61.5	24,880	36,415	141,187	42.3	6,842	8,824	.0121	.0127
Sebastian	100.8	105.3	4.5	41.6	6.7	1,793,271	57.6	29,170	43,107	972,415	45.9	17,090	23,375	.0431	.0435
Sequoyah, Okla.	*35.6*	*40.0*	*12.4*	*13.7*	*12.3*	*327,768*	*40.1*	*19,171*	*23,925*	*117,344*	*32.9*	*7,240*	*8,565*	*.0091*	*.0086*
LITTLE ROCK - NORTH LITTLE ROCK	505.0	529.6	4.9	196.4	7.0	8,714,350	55.7	30,495	44,370	4,460,165	52.0	15,993	22,710	.2048	.2089
Faulkner	52.5	58.1	10.7	20.7	13.7	867,695	68.9	28,223	41,918	347,499	58.0	12,081	16,787	.0183	.0199
Lonoke	38.3	41.3	7.8	14.4	10.8	445,042	46.0	23,443	30,906	178,332	41.9	9,666	12,384	.0112	.0110
Pulaski	357.0	369.5	3.5	140.6	5.6	6,627,128	56.3	31,850	47,135	3,722,745	53.2	18,251	26,478	.1576	.1611
Saline	57.2	60.7	6.1	20.7	7.8	774,485	43.9	28,036	37,415	211,589	32.3	8,329	10,222	.0177	.0169
PINE BLUFF	90.0	87.8	–2.4	30.4	–.7	1,044,796	39.0	24,561	34,368	573,802	35.2	13,866	18,875	.0300	.0276
Jefferson	90.0	87.8	–2.4	30.4	–.7	1,044,796	39.0	24,561	34,368	573,802	35.2	13,866	18,875	.0300	.0276
TEXARKANA	120.7	126.2	4.6	47.0	6.3	1,629,755	45.5	25,345	34,676	1,064,580	46.8	16,410	22,651	.0456	.0446
Miller	39.3	40.1	2.0	14.7	3.5	561,496	53.5	25,763	38,197	266,963	44.9	12,976	18,161	.0137	.0137
Bowie, Tex.	*81.4*	*86.1*	*5.8*	*32.3*	*7.7*	*1,068,259*	*41.6*	*25,147*	*33,073*	*797,617*	*47.4*	*18,035*	*24,694*	*.0319*	*.0309*
TOTAL METRO COUNTIES	934.7	973.2	4.1	359.5	6.3	14,793,515	54.2	28,359	41,150	7,921,878	49.2	15,700	22,036	.3628	.3659
TOTAL STATE	2,401.6	2,491.0	3.7	923.4	5.6	32,929,555	51.8	24,801	35,661	16,112,710	45.5	12,660	17,449	.8251	.8181
CALIFORNIA															
ANAHEIM - SANTA ANA	2,124.0	2,292.3	7.9	826.1	9.4	47,551,645	50.6	41,819	57,562	23,510,346	53.1	20,335	28,459	1.0702	1.0818
Orange	2,124.0	2,292.3	7.9	826.1	9.4	47,551,645	50.6	41,819	57,562	23,510,346	53.1	20,335	28,459	1.0702	1.0818

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/85 Total Pop (Thous.)	12/31/90 Total Pop (Thous.)	% Change 1985–1990	12/31/90 Total Households (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
CALIFORNIA (cont.)															
BAKERSFIELD	**475.8**	**541.9**	**13.9**	**197.4**	**16.5**	**8,741,814**	**59.9**	**32,244**	**44,285**	**4,214,394**	**57.4**	**15,792**	**21,350**	**.1946**	**.2069**
Kern	475.8	541.9	13.9	197.4	16.5	8,741,814	59.9	32,244	44,285	4,214,394	57.4	15,792	21,350	.1946	.2069
CHICO	**166.7**	**186.3**	**11.8**	**76.9**	**14.1**	**2,565,218**	**50.2**	**25,332**	**33,358**	**1,453,006**	**56.3**	**13,791**	**18,895**	**.0642**	**.0659**
Butte	166.7	186.3	11.8	76.9	14.1	2,565,218	50.2	25,332	33,358	1,453,006	56.3	13,791	18,895	.0642	.0659
FRESNO	**578.8**	**637.3**	**10.1**	**233.8**	**12.8**	**10,292,400**	**55.2**	**32,010**	**44,022**	**4,552,917**	**48.2**	**14,824**	**19,474**	**.2325**	**.2376**
Fresno	578.8	637.3	10.1	233.8	12.8	10,292,400	55.2	32,010	44,022	4,552,917	48.2	14,824	19,474	.2325	.2376
LOS ANGELES - LONG BEACH	**8,091.4**	**8,634.9**	**6.7**	**3,190.7**	**7.7**	**151,625,318**	**47.1**	**34,776**	**47,521**	**76,556,861**	**50.2**	**17,205**	**23,994**	**3.6083**	**3.5772**
Los Angeles	8,091.4	8,634.9	6.7	3,190.7	7.7	151,625,318	47.1	34,776	47,521	76,556,861	50.2	17,205	23,994	3.6083	3.5772
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	***12,720.8***	***13,802.9***	***8.5***	***5,058.1***	***9.9***	***247,692,273***	***50.4***	***35,778***	***48,969***	***122,340,916***	***53.1***	***17,354***	***24,187***	***5.7153***	***5.7806***
MERCED	**163.2**	**190.0**	**16.4**	**64.6**	**18.8**	**2,432,281**	**58.2**	**28,257**	**37,651**	**1,260,703**	**63.6**	**14,164**	**19,516**	**.0575**	**.0618**
Merced	163.2	190.0	16.4	64.6	18.8	2,432,281	58.2	28,257	37,651	1,260,703	63.6	14,164	19,516	.0575	.0618
MODESTO	**306.1**	**341.8**	**11.7**	**121.9**	**13.2**	**4,845,121**	**51.7**	**29,652**	**39,747**	**2,659,515**	**56.4**	**15,790**	**21,817**	**.1190**	**.1226**
Stanislaus	306.1	341.8	11.7	121.9	13.2	4,845,121	51.7	29,652	39,747	2,659,515	56.4	15,790	21,817	.1190	.1226
OAKLAND	**1,903.2**	**2,022.0**	**6.2**	**799.4**	**8.6**	**42,711,779**	**50.7**	**38,507**	**53,430**	**19,325,927**	**52.5**	**17,215**	**24,176**	**.9367**	**.9430**
Alameda	1,184.5	1,249.0	5.4	500.0	7.7	24,837,745	49.0	35,921	49,675	12,016,719	51.1	17,133	24,033	.5670	.5654
Contra Costa	718.7	773.0	7.6	299.4	10.1	17,874,034	53.1	42,920	59,700	7,309,208	54.8	17,355	24,413	.3697	.3776
OXNARD - VENTURA	**609.0**	**679.2**	**11.5**	**230.1**	**14.8**	**13,075,678**	**60.3**	**40,686**	**56,826**	**5,222,985**	**61.7**	**16,107**	**22,699**	**.2656**	**.2835**
Ventura	609.0	679.2	11.5	230.1	14.8	13,075,678	60.3	40,686	56,826	5,222,985	61.7	16,107	22,699	.2656	.2835
REDDING	**131.7**	**145.8**	**10.7**	**54.8**	**10.9**	**1,725,033**	**36.0**	**25,675**	**31,479**	**1,132,141**	**47.0**	**15,591**	**20,660**	**.0501**	**.0482**
Shasta	131.7	145.8	10.7	54.8	10.9	1,725,033	36.0	25,675	31,479	1,132,141	47.0	15,591	20,660	.0501	.0482
RIVERSIDE - SAN BERNARDINO	**1,896.4**	**2,196.5**	**15.8**	**811.2**	**18.4**	**35,439,632**	**61.6**	**32,016**	**43,688**	**17,050,724**	**65.0**	**15,080**	**21,019**	**.7712**	**.8381**
Riverside	817.9	955.6	16.8	360.6	18.7	15,666,643	62.3	31,779	43,446	7,873,554	65.6	15,653	21,835	.3425	.3742
San Bernardino	1,078.5	1,240.9	15.1	450.6	18.2	19,772,989	61.0	32,205	43,881	9,177,170	64.6	14,624	20,367	.4287	.4639
SACRAMENTO	**1,266.4**	**1,414.8**	**11.7**	**563.2**	**14.2**	**24,964,377**	**55.5**	**32,555**	**44,326**	**12,785,156**	**58.1**	**16,400**	**22,701**	**.5660**	**.5911**
El Dorado	108.4	128.5	18.5	48.1	17.6	1,991,959	56.0	31,222	41,413	740,913	48.2	12,222	15,404	.0426	.0445
Placer	144.2	167.7	16.3	64.6	19.2	3,005,015	62.1	34,202	46,517	1,630,160	65.8	18,136	25,235	.0663	.0723
Sacramento	888.8	983.0	10.6	398.5	13.4	17,892,424	55.1	32,816	44,899	9,498,875	58.2	17,081	23,837	.4089	.4260
Yolo	125.0	135.6	8.5	52.0	11.6	2,074,979	49.2	29,838	39,903	915,208	52.2	12,908	17,600	.0482	.0483
SALINAS - SEASIDE - MONTEREY	**332.8**	**366.3**	**10.1**	**122.5**	**12.4**	**6,126,153**	**54.8**	**36,317**	**50,009**	**2,938,731**	**57.3**	**17,138**	**23,990**	**.1385**	**.1436**
Monterey	332.8	366.3	10.1	122.5	12.4	6,126,153	54.8	36,317	50,009	2,938,731	57.3	17,138	23,990	.1385	.1436
SAN DIEGO	**2,140.9**	**2,395.1**	**11.9**	**905.5**	**15.1**	**46,249,069**	**60.4**	**36,672**	**51,076**	**21,377,704**	**62.1**	**16,772**	**23,609**	**.9764**	**1.0439**
San Diego	2,140.9	2,395.1	11.9	905.5	15.1	46,249,069	60.4	36,672	51,076	21,377,704	62.1	16,772	23,609	.9764	1.0439

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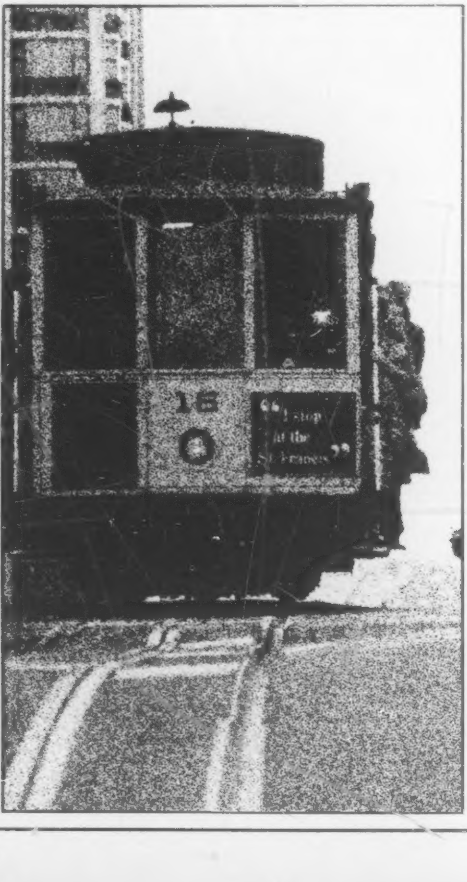
Los Angeles Times
The industry leader for 31 consecutive years.

* SOURCE: Media Records—Full and part run advertising, 1955 through 1985.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/85 Total Pop. (Thous.)	12/31/90 Total Pop. (Thous.)	% Change 1985–1990	12/31/90 Total House-holds (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
CALIFORNIA (cont.)															
SAN FRANCISCO	**1,556.0**	**1,617.2**	**3.9**	**694.1**	**5.9**	**39,037,874**	**47.6**	**40,337**	**56,242**	**20,411,438**	**49.2**	**20,867**	**29,407**	**.8957**	**.8834**
Marin	226.6	229.6	1.3	97.8	3.7	6,790,840	45.6	49,445	69,436	2,770,658	46.6	20,045	28,330	.1428	.1385
San Francisco	713.6	746.6	4.6	339.8	6.0	16,945,049	48.9	35,491	49,868	10,053,459	49.8	20,928	29,586	.4067	.4041
San Mateo	615.8	641.0	4.1	256.5	6.6	15,301,985	47.1	43,223	59,657	7,587,321	49.3	21,108	29,580	.3462	.3408
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	***5,791.8***	***6,163.3***	***6.4***	***2,416.0***	***8.2***	***133,372,439***	***50.3***	***39,733***	***55,204***	***63,030,675***	***51.6***	***18,619***	***26,089***	***2.9591***	***2.9716***
SAN JOSE	**1,393.3**	**1,483.8**	**6.5**	**523.1**	**7.1**	**32,039,483**	**49.5**	**43,910**	**61,249**	**15,165,689**	**50.9**	**20,581**	**28,992**	**.7145**	**.7145**
Santa Clara	1,393.3	1,483.8	6.5	523.1	7.1	32,039,483	49.5	43,910	61,249	15,165,689	50.9	20,581	28,992	.7145	.7145
SANTA BARBARA - SANTA MARIA - LOMPOC	**330.6**	**358.5**	**8.4**	**138.9**	**11.4**	**7,135,006**	**54.4**	**37,050**	**51,368**	**4,350,471**	**56.4**	**22,300**	**31,321**	**.1697**	**.1753**
Santa Barbara	330.6	358.5	8.4	138.9	11.4	7,135,006	54.4	37,050	51,368	4,350,471	56.4	22,300	31,321	.1697	.1753
SANTA CRUZ	**217.5**	**244.6**	**12.5**	**93.4**	**13.1**	**4,616,027**	**57.6**	**35,466**	**49,422**	**1,829,244**	**53.9**	**14,391**	**19,585**	**.0960**	**.1002**
Santa Cruz	217.5	244.6	12.5	93.4	13.1	4,616,027	57.6	35,466	49,422	1,829,244	53.9	14,391	19,585	.0960	.1002
SANTA ROSA - PETALUMA	**340.4**	**376.4**	**10.6**	**152.5**	**13.4**	**7,499,664**	**57.9**	**35,309**	**49,178**	**3,180,890**	**58.7**	**14,903**	**20,858**	**.1562**	**.1642**
Sonoma	340.4	376.4	10.6	152.5	13.4	7,499,664	57.9	35,309	49,178	3.180,890	58.7	14,903	20,858	.1562	.1642
STOCKTON	**406.9**	**460.0**	**13.0**	**174.0**	**16.1**	**7,127,125**	**57.5**	**30,185**	**40,960**	**3,455,940**	**61.3**	**14,290**	**19,862**	**.1607**	**.1703**
San Joaquin	406.9	460.0	13.0	174.0	16.1	7,127,125	57.5	30,185	40,960	3,455,940	61.3	14,290	19,862	.1607	.1703
VALLEJO - FAIRFIELD - NAPA	**381.4**	**419.3**	**9.9**	**153.5**	**13.1**	**7,467,612**	**55.4**	**35,418**	**48,649**	**3,117,487**	**57.6**	**14,574**	**20,309**	**.1600**	**.1663**
Napa	106.8	113.6	6.4	44.4	9.1	2,493,758	54.4	39,672	56,166	779,192	51.9	12,600	17,549	.0487	.0497
Solano	274.6	305.7	11.3	109.1	14.8	4,973,854	55.8	33,596	45,590	2,338,295	59.6	15,420	21,433	.1113	.1166
VISALIA - TULARE - PORTERVILLE	**283.3**	**316.5**	**11.7**	**104.2**	**12.6**	**3,038,581**	**33.3**	**24,649**	**29,161**	**2,252,520**	**46.9**	**16,580**	**21,617**	**.0972**	**.0934**
Tulare	283.3	316.5	11.7	104.2	12.6	3,038,581	33.3	24,649	29,161	2,252,520	46.9	16,580	21,617	.0972	.0934
YUBA CITY	**111.1**	**119.4**	**7.5**	**45.0**	**10.0**	**1,503,296**	**41.2**	**26,034**	**33,407**	**855,680**	**48.8**	**14,063**	**19,015**	**.0406**	**.0395**
Sutter	57.3	61.9	8.0	23.4	9.9	789,743	35.1	27,449	33,750	476,157	45.8	15,336	20,349	.0223	.0211
Yuba	53.8	57.5	6.9	21.6	10.2	713,553	48.6	24,498	33,035	379,523	52.7	12,680	17,571	.0183	.0184
TOTAL METRO COUNTIES	**25,206.9**	**27,439.9**	**8.9**	**10,276.8**	**10.6**	**507,810,186**	**51.8**	**36,019**	**49,413**	**248,660,469**	**53.9**	**17,393**	**24,196**	**11.5414**	**11.7523**
TOTAL STATE	**26,345.3**	**28,710.9**	**9.0**	**10,755.2**	**10.8**	**525,472,335**	**51.7**	**35,664**	**48,858**	**257,582,272**	**53.9**	**17,237**	**23,950**	**11.9694**	**12.1901**
COLORADO															
BOULDER - LONGMONT	**219.0**	**245.8**	**12.2**	**98.3**	**15.4**	**4,602,921**	**62.1**	**33,320**	**46,825**	**2,483,946**	**63.1**	**17,873**	**25,269**	**.1016**	**.1096**
Boulder	219.0	245.8	12.2	98.3	15.4	4,602,921	62.1	33,320	46,825	2,483,946	63.1	17,873	25,269	.1016	.1096



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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/85 Total Pop. (Thous.)	12/31/90 Total Pop. (Thous.)	% Change 1985–1990	12/31/90 Total Households (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
COLORADO (cont.)															
COLORADO SPRINGS	352.9	391.3	10.9	149.4	14.0	6,473,934	62.6	30,401	43,333	3,628,979	62.4	17,061	24,290	.1485	.1597
El Paso	352.9	391.3	10.9	149.4	14.0	6,473,934	62.6	30,401	43,333	3,628,979	62.4	17,061	24,290	.1485	.1597
DENVER	1,635.1	1,822.9	11.5	746.1	13.6	37,260,163	62.9	34,827	49,940	17,880,901	56.0	17,454	23,966	.7907	.8421
Adams	279.5	309.6	10.8	116.3	13.5	5,259,926	61.3	31,819	45,227	2,735,168	57.3	16,965	23,518	.1189	.1261
Arapahoe	384.5	468.5	21.8	187.8	25.0	10,288,890	76.0	38,893	54,786	4,520,039	57.8	19,063	24,068	.1979	.2237
Denver	499.4	503.9	.9	236.2	3.3	9,784,219	46.6	29,183	41,423	5,570,255	46.7	16,598	23,583	.2422	.2356
Douglas	36.9	48.0	30.1	15.9	33.6	1,059,343	90.3	46,784	66,625	148,628	69.7	7,359	9,348	.0149	.0185
Jefferson	434.8	492.9	13.4	189.9	16.2	10,867,785	66.3	40,002	57,229	4,906,811	64.9	18,214	25,839	.2168	.2382
DENVER - BOULDER CONSOLIDATED AREA	*1,854.1*	*2,068.7*	*11.6*	*844.4*	*13.8*	*41,863,084*	*62.8*	*34,654*	*49,577*	*20,364,847*	*56.8*	*17,502*	*24,118*	*.8923*	*.9517*
FORT COLLINS - LOVELAND	178.4	204.8	14.8	80.2	18.1	3,330,881	65.9	29,570	41,532	1,587,980	60.9	14,538	19,800	.0719	.0784
Larimer	178.4	204.8	14.8	80.2	18.1	3,330,881	65.9	29,570	41,532	1,587,980	60.9	14,538	19,800	.0719	.0784
GREELEY	138.8	152.6	9.9	57.1	12.8	2,118,038	57.6	26,562	37,093	921,127	57.2	11,577	16,132	.0481	.0504
Weld	138.8	152.6	9.9	57.1	12.8	2,118,038	57.6	26,562	37,093	921,127	57.2	11,577	16,132	.0481	.0504
PUEBLO	125.4	124.4	–.8	48.4	1.0	1,634,416	35.2	25,231	33,769	848,837	33.5	13,270	17,538	.0456	.0413
Pueblo	125.4	124.4	–.8	48.4	1.0	1,634,416	35.2	25,231	33,769	848,837	33.5	13,270	17,538	.0456	.0413
TOTAL METRO COUNTIES	2,649.6	2,941.8	11.0	1,179.5	13.5	55,420,353	61.8	32,957	46,986	27,351,770	56.9	16,769	23,189	1.2064	1.2815
TOTAL STATE	3,269.7	3,609.8	10.4	1,436.4	12.8	64,776,403	60.2	31,758	45,096	33,344,897	55.9	16,792	23,214	1.4535	1.5312
CONNECTICUT															
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	820.2	832.1	1.5	303.7	3.8	21,753,338	46.6	50,733	71,628	9,701,422	47.1	22,543	31,944	.4748	.4627
Fairfield	820.2	832.1	1.5	303.7	3.8	21,753,338	46.6	50,733	71,628	9,701,422	47.1	22,543	31,944	.4748	.4627
HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL	1,075.4	1,095.7	1.9	411.2	4.3	22,501,596	44.8	39,419	54,722	10,887,815	46.3	18,878	26,478	.5267	.5093
Hartford	816.1	823.3	.9	313.8	3.3	17,041,122	43.1	39,189	54,306	8,755,719	45.0	19,872	27,902	.4101	.3926
Middlesex	136.4	143.2	5.0	54.4	7.7	3,042,923	51.0	39,892	55,936	1,322,259	52.1	17,211	24,306	.0660	.0663
Tolland	122.9	129.2	5.1	43.0	8.0	2,417,551	49.7	40,573	56,222	809,837	51.7	13,413	18,833	.0506	.0504
NEW HAVEN - WATERBURY - MERIDEN	773.5	784.0	1.4	295.1	3.8	16,154,627	46.8	38,686	54,743	7,286,341	47.2	17,405	24,691	.3671	.3580
New Haven	773.5	784.0	1.4	295.1	3.8	16,154,627	46.8	38,686	54,743	7,286,341	47.2	17,405	24,691	.3671	.3580
NEW LONDON - NORWICH	246.4	253.9	3.0	94.1	5.5	5,272,841	50.0	39,420	56,034	2,414,039	50.0	18,043	25,654	.1178	.1171
New London	246.4	253.9	3.0	94.1	5.5	5,272,841	50.0	39,420	56,034	2,414,039	50.0	18,043	25,654	.1178	.1171
TOTAL METRO COUNTIES	2,915.5	2,965.7	1.7	1,104.1	4.1	65,682,402	46.3	42,344	59,490	30,289,617	47.1	19,424	27,434	1.4864	1.4471
TOTAL STATE	3,175.9	3,235.7	1.9	1,204.5	4.3	71,072,726	46.5	41,998	59,006	32,264,381	47.3	18,970	26,787	1.6008	1.5606
DELAWARE															
WILMINGTON	542.1	556.2	2.6	202.2	5.0	10,707,120	51.4	36,729	52,953	5,123,692	48.2	17,949	25,340	.2457	.2442
New Castle	407.6	413.2	1.4	151.1	3.8	8,140,884	50.2	37,222	53,877	4,339,447	48.9	20,018	28,719	.1933	.1912
Cecil, Md.	*66.3*	*71.7*	*8.1*	*24.9*	*11.2*	*1,092,854*	*53.8*	*31,741*	*43,930*	*453,254*	*46.3*	*13,833*	*18,203*	*.0249*	*.0252*
Salem, N. J.	*68.2*	*71.3*	*4.5*	*26.2*	*6.5*	*1,472,382*	*56.1*	*38,352*	*56,198*	*330,991*	*42.4*	*9,451*	*12,633*	*.0275*	*.0278*
TOTAL METRO COUNTIES	407.6	413.2	1.4	151.1	3.8	8,140,884	50.2	37,222	53,877	4,339,447	48.9	20,018	28,719	.1933	.1912
TOTAL STATE	621.4	640.8	3.1	233.9	5.6	11,432,053	51.0	34,191	48,876	6,311,352	49.7	19,042	26,983	.2774	.2766
DISTRICT OF COLUMBIA															
WASHINGTON	3,492.5	3,706.7	6.1	1,393.8	7.9	86,796,603	53.1	43,899	62,273	38,780,687	53.8	19,523	27,824	1.8447	1.8776
District of Columbia	621.0	606.0	–2.4	253.1	–.2	13,508,803	41.2	37,702	53,373	4,670,006	41.6	13,004	18,451	.2933	.2750
Calvert, Md.	*42.6*	*49.8*	*16.9*	*16.5*	*19.6*	*688,845*	*55.2*	*32,157*	*41,748*	*156,052*	*46.4*	*7,724*	*9,458*	*.0136*	*.0142*
Charles, Md.	*86.5*	*99.0*	*14.5*	*31.0*	*17.4*	*1,454,509*	*57.0*	*35,091*	*46,920*	*451,853*	*50.4*	*11,379*	*14,576*	*.0301*	*.0315*
Frederick, Md.	*131.8*	*146.6*	*11.2*	*50.1*	*13.6*	*2,330,723*	*55.8*	*33,922*	*46,521*	*1,174,891*	*58.7*	*16,786*	*23,451*	*.0537*	*.0559*
Montgomery, Md.	*630.0*	*677.7*	*7.6*	*259.2*	*10.2*	*17,909,376*	*53.4*	*49,604*	*69,095*	*8,575,202*	*55.1*	*23,502*	*33,083*	*.3796*	*.3888*
Prince George's, Md.	*677.0*	*685.8*	*1.3*	*246.7*	*3.7*	*13,978,348*	*45.8*	*40,316*	*56,661*	*7,592,144*	*46.7*	*21,766*	*30,775*	*.3386*	*.3288*

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/85 Total Pop (Thous.)	12/31/90 Total Pop (Thous.)	% Change 1985–1990	12/31/90 Total House-holds (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
DISTRICT OF COLUMBIA (cont.)															
Alexandria city, Va.	*110.8*	*117.8*	*6.3*	*59.3*	*9.2*	*3,749,769*	*59.0*	*43,439*	*63,234*	*1,727,389*	*57.1*	*20,249*	*29,133*	*.0749*	*.0786*
Arlington, Va.	*153.4*	*155.4*	*.0*	*74.9*	*2.2*	*5,106,093*	*50.3*	*46,348*	*68,172*	*1,751,847*	*47.8*	*16,172*	*23,389*	*.0991*	*.0979*
Fairfax, Va.	*690.9*	*775.1*	*12.2*	*281.9*	*15.0*	*20,919,645*	*64.2*	*51,961*	*74,209*	*8,199,784*	*63.8*	*20,410*	*29,088*	*.3925*	*.4366*
Fairfax city, Va.	*19.6*	*19.8*	*1.0*	*7.3*	*2.8*	*536,199*	*50.4*	*50,207*	*73,452*	*1,189,027*	*64.8*	*101,633*	*162,880*	*.0236*	*.0250*
Falls Church city, Va.	*9.1*	*8.7*	*–4.4*	*4.2*	*.0*	*294,265*	*45.4*	*48,190*	*70,063*	*428,725*	*59.7*	*63,912*	*102,077*	*.0101*	*.0104*
Loudoun, Va.	*68.7*	*79.0*	*15.0*	*26.2*	*15.4*	*1,462,797*	*60.3*	*40,212*	*55,832*	*584,227*	*62.2*	*15,886*	*22,299*	*.0298*	*.0319*
Manassas city, Va.	*17.2*	*18.9*	*9.9*	*6.5*	*12.1*	*360,024*	*56.4*	*39,682*	*55,388*	*432,407*	*57.9*	*47,210*	*66,524*	*.0115*	*.0119*
Manassas Park city, Va.	*6.9*	*7.2*	*4.3*	*2.1*	*.0*	*74,179*	*23.6*	*28,587*	*35,323*	*19,550*	*28.8*	*7,230*	*9,310*	*.0018*	*.0018*
Prince William, Va.	*173.9*	*199.1*	*14.5*	*57.0*	*12.4*	*3,490,142*	*59.6*	*43,129*	*61,231*	*1,534,108*	*59.8*	*18,941*	*26,914*	*.0742*	*.0792*
Stafford, Va.	*51.1*	*60.8*	*19.0*	*17.8*	*16.3*	*932,886*	*62.7*	*37,479*	*52,409*	*293,275*	*64.1*	*11,682*	*16,476*	*.0183*	*.0201*
TOTAL METRO COUNTIES	**621.0**	**606.0**	**–2.4**	**253.1**	**–.2**	**13,508,803**	**41.2**	**37,702**	**53,373**	**4,670,006**	**41.6**	**13,004**	**18,451**	**.2933**	**.2750**
TOTAL STATE	**621.0**	**606.0**	**–2.4**	**253.1**	**–.2**	**13,508,803**	**41.2**	**37,702**	**53,373**	**4,670,006**	**41.6**	**13,004**	**18,451**	**.2933**	**.2750**
FLORIDA															
BRADENTON	**177.6**	**203.1**	**14.4**	**88.4**	**17.1**	**3,393,740**	**64.4**	**27,338**	**38,391**	**1,982,271**	**65.5**	**15,866**	**22,424**	**.0775**	**.0847**
Manatee	177.6	203.1	14.4	88.4	17.1	3,393,740	64.4	27,338	38,391	1,982,271	65.5	15,866	22,424	.0775	.0847
DAYTONA BEACH	**313.9**	**361.0**	**15.0**	**157.0**	**18.0**	**5,849,916**	**67.1**	**26,319**	**37,261**	**2,885,799**	**54.5**	**14,043**	**18,381**	**.1287**	**.1392**
Volusia	313.9	361.0	15.0	157.0	18.0	5,849,916	67.1	26,319	37,261	2,885,799	54.5	14,043	18,381	.1287	.1392
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	**1,159.1**	**1,283.9**	**10.8**	**558.0**	**13.4**	**25,957,550**	**59.9**	**33,002**	**46,519**	**13,912,522**	**60.6**	**17,609**	**24,933**	**.5724**	**.6087**
Broward	1,159.1	1,283.9	10.8	558.0	13.4	25,957,550	59.9	33,002	46,519	13,912,522	60.6	17,609	24,933	.5724	.6087
FORT MYERS - CAPE CORAL	**267.5**	**321.9**	**20.3**	**139.0**	**23.4**	**5,516,427**	**71.5**	**28,560**	**39,687**	**2,747,898**	**56.7**	**15,577**	**19,769**	**.1173**	**.1301**
Lee	267.5	321.9	20.3	139.0	23.4	5,516,427	71.5	28,560	39,687	2,747,898	56.7	15,577	19,769	.1173	.1301
FORT PIERCE	**200.9**	**244.1**	**21.5**	**101.1**	**24.8**	**3,512,295**	**68.0**	**25,800**	**34,741**	**2,087,071**	**65.1**	**15,609**	**20,644**	**.0813**	**.0908**
Martin	83.8	100.9	20.4	44.0	23.9	1,656,357	67.6	27,831	37,644	806,593	53.3	14,822	18,332	.0360	.0392
St. Lucie	117.1	143.2	22.3	57.1	25.5	1,855,938	68.3	24,230	32,503	1,280,478	73.5	16,224	22,425	.0453	.0516
FORT WALTON BEACH	**133.5**	**154.2**	**15.5**	**57.5**	**18.8**	**2,371,737**	**66.1**	**29,507**	**41,248**	**1,423,779**	**67.5**	**17,559**	**24,761**	**.0549**	**.0608**
Okaloosa	133.5	154.2	15.5	57.5	18.8	2,371,737	66.1	29,507	41,248	1,423,779	67.5	17,559	24,761	.0549	.0608
GAINESVILLE	**194.9**	**214.3**	**10.0**	**82.5**	**13.5**	**3,158,336**	**60.5**	**27,073**	**38,283**	**1,841,750**	**59.0**	**15,932**	**22,324**	**.0763**	**.0806**
Alachua	171.9	189.2	10.1	74.1	13.5	2,893,507	60.9	27,532	39,049	1,699,517	59.1	16,363	22,935	.0694	.0735
Bradford	23.0	25.1	9.1	8.4	13.5	264,829	55.4	23,026	31,527	142,233	58.5	12,130	16,933	.0069	.0071
JACKSONVILLE	**817.6**	**899.8**	**10.1**	**345.9**	**12.1**	**14,313,158**	**57.1**	**29,536**	**41,379**	**7,294,615**	**52.0**	**15,556**	**21,089**	**.3337**	**.3453**
Clay	88.3	107.5	21.7	33.3	19.4	1,500,487	66.6	32,282	45,060	590,646	[illegible]	13,638	17,737	.0316	.0347
Duval	620.5	661.4	6.6	262.6	9.3	10,843,934	53.5	29,407	41,294	5,891,806	50.5	16,292	22,436	.2618	.2653
Nassau	40.0	46.5	16.3	16.4	18.8	587,231	59.2	26,732	35,807	281,284	64.1	12,417	17,151	.0135	.0146
St. Johns	68.8	84.4	22.7	33.6	26.8	1,381,506	78.1	29,279	41,116	530,879	59.8	12,536	15,800	.0268	.0307
LAKELAND - WINTER HAVEN	**363.6**	**400.0**	**10.0**	**152.6**	**13.0**	**5,445,422**	**54.2**	**26,144**	**35,684**	**2,901,392**	**47.7**	**14,540**	**19,013**	**.1355**	**.1378**
Polk	363.6	400.0	10.0	152.6	13.0	5,445,422	54.2	26,144	35,684	2,901,392	47.7	14,540	19,013	.1355	.1378
MELBOURNE - TITUSVILLE - PALM BAY	[illegible]	**408.1**	**18.3**	**168.2**	**21.3**	**6,265,924**	**62.8**	**27,756**	**37,253**	**2,990,735**	**50.2**	**14,356**	**17,781**	**.1402**	**.1494**
Brevard	[illegible]	408.1	18.3	168.2	21.3	6,265,924	62.8	27,756	37,253	2,990,735	50.2	14,356	17,781	.1402	.1494
MIAMI - HIALEAH	[illegible]	**1,902.5**	**7.4**	**713.6**	**7.3**	**30,228,298**	**48.8**	**30,539**	**42,360**	**19,401,234**	**50.7**	**19,353**	**27,188**	**.7867**	**.7871**
Dade	[illegible]	1,902.5	7.4	713.6	7.3	30,228,298	48.8	30,539	42,360	19,401,234	50.7	19,353	27,188	.7867	.7871
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	*2,930.7*	*3,186.4*	*8.7*	*1,271.6*	*9.9*	*56,185,848*	*53.7*	*31,586*	*44,185*	*33,313,756*	*54.7*	*18,612*	*26,198*	*1.3591*	*1.3958*
NAPLES	**117.9**	**145.6**	**23.5**	**62.5**	**27.0**	**2,407,133**	**62.7**	**30,068**	**38,514**	**1,721,181**	**71.8**	**20,365**	**27,539**	**.0577**	**.0647**
Collier	117.9	145.6	23.5	62.5	27.0	2,407,133	62.7	30,068	38,514	1,721,181	71.8	20,365	27,539	.0577	.0647
OCALA	**167.3**	**206.6**	**23.5**	**82.8**	**26.8**	**2,551,489**	**72.8**	**22,614**	**30,815**	**1,750,163**	**68.4**	**15,916**	**21,137**	**.0625**	**.0716**
Marion	167.3	206.6	23.5	82.8	26.8	2,551,489	72.8	22,614	30,815	1,750,163	68.4	15,916	21,137	.0625	.0716
ORLANDO	**864.1**	**1,010.4**	**16.9**	**389.6**	**20.0**	**16,742,893**	**67.7**	**30,731**	**42,975**	**10,211,967**	**67.1**	**18,820**	**26,211**	**.3815**	**.4248**
Orange	551.9	623.0	12.9	243.0	16.0	10,653,948	64.0	31,007	43,843	6,851,997	64.5	19,884	28,198	.2514	.2739
Osceola	77.9	103.7	33.1	41.0	35.8	1,305,170	84.9	23,377	31,833	1,076,573	89.0	18,860	26,258	.0313	.0391
Seminole	234.3	283.7	21.1	105.6	24.1	4,783,775	72.1	32,659	45,301	2,283,397	65.8	16,188	21,623	.0988	.1118
PANAMA CITY	**114.7**	**129.7**	**13.1**	**50.4**	**16.1**	**1,386,836**	**44.5**	**22,110**	**27,517**	**1,095,536**	**46.6**	**17,218**	**21,737**	**.0427**	**.0425**
Bay	114.7	129.7	13.1	50.4	16.1	1,386,836	44.5	22,110	27,517	1,095,536	46.6	17,218	21,737	.0427	.0425
PENSACOLA	**329.4**	**365.0**	**10.8**	**136.6**	**13.5**	**5,678,907**	**60.9**	**29,330**	**41,573**	**2,665,609**	**53.8**	**14,410**	**19,514**	**.1276**	**.1343**
Escambia	262.7	288.3	9.7	108.7	12.5	4,512,335	59.6	29,264	41,512	2,287,458	52.2	15,555	21,044	.1046	.1090
Santa Rosa	66.7	76.7	15.0	27.9	17.7	1,166,572	66.3	29,600	41,813	378,151	63.8	9,742	13,554	.0230	.0253
SARASOTA	**247.6**	**286.1**	**15.5**	**134.0**	**18.5**	**5,263,752**	**63.4**	**28,488**	**39,282**	**2,994,255**	**60.3**	**16,515**	**22,345**	**.1182**	**.1280**
Sarasota	247.6	286.1	15.5	134.0	18.5	5,263,752	63.4	28,488	39,282	2,994,255	60.3	16,515	22,345	.1182	.1280
TALLAHASSEE	**212.0**	**230.7**	**8.8**	**88.0**	**12.2**	**3,441,504**	**56.7**	**28,010**	**39,108**	**1,879,038**	**57.6**	**15,210**	**21,353**	**.0827**	**.0859**
Gadsden	43.4	44.6	2.8	14.3	5.9	352,040	34.3	19,416	24,618	137,038	26.9	8,002	9,583	.0107	.0096
Leon	168.6	186.1	10.4	73.7	13.6	3,089,464	59.8	29,797	41,919	1,742,000	60.6	16,709	23,636	.0720	.0763
TAMPA - ST. PETERSBURG - CLEARWATER	**1,870.0**	**2,091.8**	**11.9**	**900.7**	**14.5**	**35,385,222**	**61.4**	**27,879**	**39,286**	**18,577,023**	**61.3**	**14,644**	**20,625**	**.7945**	**.8510**
Hernando	72.2	95.3	32.0	40.9	35.0	1,208,364	83.8	21,700	29,544	438,231	67.3	8,647	10,715	.0233	.0282
Hillsborough	740.1	823.9	11.3	324.9	14.1	13,445,745	60.9	29,349	41,384	7,856,688	61.6	17,076	24,182	.3153	.3370
Pasco	235.3	269.6	14.6	117.7	16.9	3,847,703	63.9	23,313	32,691	1,866,891	65.1	11,231	15,861	.0857	.0937
Pinellas	822.4	903.0	9.8	417.2	12.5	16,883,410	59.8	28,494	40,468	8,415,213	59.9	14,193	20,171	.3702	.3921
WEST PALM BEACH - BOCA RATON - DELRAY BEACH	**730.5**	**864.6**	**18.4**	**378.6**	**21.4**	**18,709,283**	**72.4**	**34,792**	**49,417**	**9,378,835**	**72.5**	**17,430**	**24,772**	**.3713**	**.4245**
Palm Beach	730.5	864.6	18.4	378.6	21.4	18,709,283	72.4	34,792	49,417	9,378,835	72.5	17,430	24,772	.3713	.4245
TOTAL METRO COUNTIES	**10,398.6**	**11,723.4**	**12.7**	**4,787.0**	**15.2**	**197,579,822**	**60.7**	**29,583**	**41,274**	**109,742,673**	**59.0**	**16,612**	**22,925**	**4.5432**	**4.8418**
TOTAL STATE	**11,435.2**	**12,905.3**	**12.9**	**5,260.3**	**15.4**	**213,240,096**	**60.8**	**29,088**	**40,538**	**117,025,788**	**58.7**	**16,174**	**22,247**	**4.9040**	**5.2255**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/85 Total Pop. (Thous.)	12/31/90 Total Pop. (Thous.)	% Change 1985–1990	12/31/90 Total Households (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
GEORGIA															
ALBANY	**118.2**	**122.0**	**3.2**	**41.7**	**5.6**	**1,608,612**	**46.1**	**27,870**	**38,576**	**1,034,951**	**44.6**	**18,118**	**24,819**	**.0450**	**.0437**
Dougherty	103.2	104.4	1.2	36.0	3.4	1,330,462	41.4	27,031	36,957	1,018,956	44.3	20,290	28,304	.0406	.0387
Lee	15.0	17.6	17.3	5.7	21.3	278,150	73.7	34,080	48,798	15,995	67.5	2,032	2,806	.0044	.0050
ATHENS	**139.8**	**149.9**	**7.2**	**56.0**	**10.0**	**2,013,946**	**51.1**	**26,185**	**35,963**	**1,201,881**	**51.5**	**15,582**	**21,462**	**.0526**	**.0530**
Clarke	76.5	80.0	4.6	31.0	7.3	1,163,378	48.4	27,120	37,528	963,272	50.5	22,145	31,073	.0341	.0340
Jackson	27.7	29.7	7.2	10.6	10.4	354,460	51.2	24,417	33,440	162,498	54.2	10,981	15,330	.0087	.0088
Madison	20.3	22.4	10.3	8.1	14.1	232,326	50.7	21,706	28,682	25,905	47.3	2,477	3,198	.0049	.0049
Oconee	15.3	17.8	16.3	6.3	18.9	263,782	64.4	30,282	41,870	50,206	66.7	5,682	7,969	.0049	.0053
ATLANTA	**2,460.7**	**2,746.2**	**11.6**	**1,020.5**	**13.9**	**50,304,744**	**60.7**	**34,679**	**48,911**	**27,592,536**	**58.4**	**19,296**	**26,828**	**1.1277**	**1.3094**
Barrow	24.6	27.5	11.8	10.0	16.3	315,723	56.7	23,421	31,572	188,198	60.5	13,633	18,820	.0082	.0087
Butts	15.2	16.1	5.9	4.9	8.9	197,958	50.8	29,181	40,400	41,431	36.2	6,761	8,455	.0043	.0043
Cherokee	66.1	79.6	20.4	27.2	23.1	1,063,282	67.5	28,720	39,091	312,786	71.3	8,261	11,499	.0207	.0234
Clayton	170.7	188.4	10.4	67.2	12.9	3,071,791	55.7	33,156	45,711	2,121,375	58.2	22,540	31,571	.0782	.0818
Cobb	373.6	442.6	18.5	170.8	21.3	10,253,411	75.1	41,591	60,032	4,753,308	73.8	19,425	27,830	.1943	.2247

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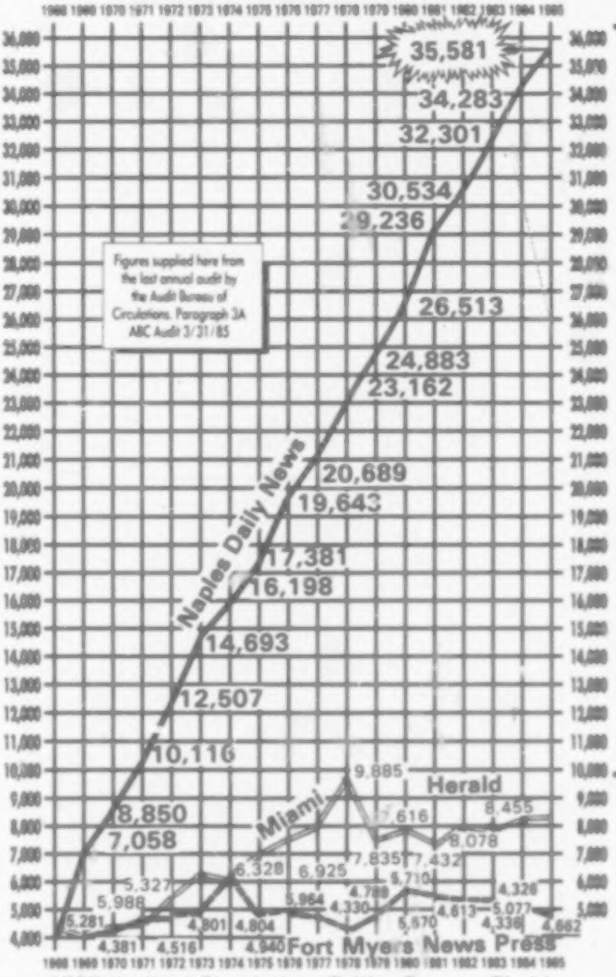

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION 12/31/85 Total Pop (Thous.)	12/31/90 Total Pop (Thous.)	% Change 1985–1990	12/31/90 Total Households (Thous.)	% Change 1985–1990	EFFECTIVE BUYING INCOME 1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	RETAIL SALES 1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	BUYING POWER INDEX 1985	BUYING POWER INDEX 1990
GEORGIA (Atlanta, cont.)															
Coweta	44.2	48.6	10.0	17.4	13.0	681,833	56.0	28,373	39,186	280,248	51.9	11,984	16,100	.0154	.0159
De Kalb	514.7	541.1	5.1	207.6	7.6	10,252,149	49.0	35,675	49,384	6,974,871	51.0	23,940	33,598	.2649	.2644
Douglas	68.5	80.7	17.8	28.5	20.5	1,199,882	66.7	32,724	43,279	486,802	69.0	13,092	18,370	.0248	.0276
Fayette	43.6	56.5	29.6	19.4	32.9	1,153,086	86.0	42,452	59,437	235,269	87.5	8,593	12, 27	.0174	.0215
Forsyth	33.3	41.8	18.4	15.0	21.0	605,717	65.7	29,478	40,381	178,980	63.8	8,814	11,931	.0118	.0131
Fulton	611.2	627.1	2.6	254.4	5.1	11,788,734	49.7	32,544	46,339	8,282,252	49.6	22,878	32,556	.3103	.3082
Gwinnett	244.2	316.4	29.6	112.3	32.7	5,868,343	83.9	37,712	52,256	2,196,878	88.4	13,930	19,563	.1026	.1260
Henry	43.5	53.4	17.4	18.2	19.7	750,763	62.1	30,475	41,251	176,443	55.3	7,477	9,695	.0145	.0157
Newton	39.2	43.4	10.7	14.7	13.1	586,980	57.5	28,675	39,931	213,326	56.8	10,464	14,512	.0129	.0134
Paulding	30.8	35.0	13.6	12.5	16.8	418,820	58.0	24,769	33,506	105,401	51.7	6,493	8,432	.0088	.0092
Rockdale	46.8	55.7	19.0	18.6	21.6	911,731	69.1	35,229	49,018	438,366	71.0	16,751	23,568	.0190	.0215
Spalding	51.5	54.3	5.4	18.9	7.4	715,716	50.4	27,033	37,869	452,691	51.6	16,988	23,952	.0191	.0192
Walton	33.0	38.0	8.6	12.9	12.2	468,827	55.1	26,283	36,343	153,731	57.3	8,496	11,917	.0105	.0108
AUGUSTA	**378.7**	**408.5**	**7.9**	**147.1**	**10.4**	**6,063,288**	**57.5**	**28,876**	**41,219**	**2,953,872**	**53.8**	**14,411**	**20,081**	**.1415**	**.1465**
Columbia	53.1	64.9	22.2	22.6	24.9	1,045,904	74.2	33,173	46,279	200,913	60.3	6,925	8,890	.0179	.0203
McDuffie	19.9	21.1	6.0	7.5	7.1	213,103	40.8	21,626	28,414	160,934	46.6	15,679	21,458	.0068	.0065
Richmond	190.7	199.4	4.6	69.8	7.2	2,846,940	50.2	29,119	40,787	1,779,723	51.3	18,064	25,497	.0749	.0751
Aiken, S. C.	*115.0*	*123.1*	*7.0*	*47.2*	*9.5*	*1,957,341*	*62.9*	*27,883*	*41,469*	*812,302*	*59.3*	*11,833*	*17,219*	*.0419*	*.0446*
COLUMBUS	**242.8**	**244.7**	**.8**	**85.1**	**3.4**	**3,175,319**	**48.7**	**26,863**	**37,313**	**1,788,494**	**45.2**	**14,971**	**21,016**	**.0861**	**.0827**
Chattahoochee	21.2	20.8	-1.9	3.0	.0	299,412	46.2	68,277	99,804	5,012	44.1	1,159	1,671	.0055	.0053
Muscogee	173.1	174.8	1.0	63.8	3.4	2,337,823	42.5	26,592	36,643	1,573,692	44.8	17,615	24,666	.0670	.0641
Russell, Ala.	*48.5*	*49.1*	*1.2*	*18.3*	*4.0*	*538,084*	*48.0*	*20,660*	*29,403*	*209,790*	*47.9*	*8,058*	*11,464*	*.0136*	*.0133*
MACON - WARNER ROBINS	**279.5**	**292.2**	**4.5**	**105.6**	**7.0**	**4,592,152**	**51.6**	**30,683**	**43,486**	**2,447,948**	**50.7**	**16,463**	**23,181**	**.1120**	**.1124**
Bibb	156.2	161.0	3.1	59.5	5.3	2,397,628	48.1	28,648	40,296	1,602,652	49.0	19,043	26,935	.0649	.0641
Houston	83.3	87.9	5.5	31.0	8.4	1,557,254	55.0	35,119	50,234	703,813	54.6	15,919	22,704	.0346	.0354
Jones	19.5	21.9	12.3	7.5	15.4	338,052	62.3	32,052	45,074	22,325	43.5	2,360	2,977	.0056	.0060
Peach	20.5	21.4	4.4	7.6	7.0	299,218	51.8	27,758	39,371	119,158	52.0	11,039	15,679	.0069	.0069
SAVANNAH	**234.1**	**244.2**	**4.3**	**89.9**	**6.6**	**3,707,217**	**50.0**	**29,323**	**41,237**	**2,155,884**	**48.7**	**17,878**	**23,981**	**.0946**	**.0941**
Chatham	212.3	219.3	3.3	81.4	5.9	3,392,659	49.2	29,566	41,679	2,111,067	49.9	18,316	25,934	.0885	.0878
Effingham	21.8	24.9	14.2	8.5	14.9	314,558	58.7	26,793	37,007	44,817	43.5	4,221	5,273	.0061	.0063
TOTAL METRO COUNTIES	**3,799.7**	**4,147.7**	**9.2**	**1,528.3**	**11.6**	**70,310,315**	**57.4**	**32,628**	**46,006**	**38,818,358**	**55.6**	**18,222**	**25,400**	**1.6498**	**1.7182**
TOTAL STATE	**5,990.5**	**6,444.0**	**7.6**	**2,330.3**	**9.8**	**97,083,999**	**54.3**	**29,661**	**41,662**	**52,246,954**	**53.2**	**16,073**	**22,421**	**2.3544**	**2.4093**
HAWAII															
HONOLULU	**828.2**	**883.6**	**6.7**	**279.8**	**9.1**	**15,787,725**	**54.9**	**39,762**	**56,425**	**7,778,512**	**55.0**	**19,569**	**27,800**	**.3588**	**.3685**
Honolulu	828.2	883.6	6.7	279.8	9.1	15,787,725	54.9	39,762	56,425	7,778,512	55.0	19,569	27,800	.3588	.3685
TOTAL METRO COUNTIES	**828.2**	**883.6**	**6.7**	**279.8**	**9.1**	**15,787,725**	**54.9**	**39,762**	**56,425**	**7,778,512**	**55.0**	**19,569**	**27,800**	**.3588**	**.3685**
TOTAL STATE	**1,071.3**	**1,162.7**	**8.5**	**369.4**	**10.6**	**19,582,705**	**54.5**	**37,982**	**53,012**	**10,394,661**	**55.5**	**20,089**	**28,139**	**.4690**	**.4730**
IDAHO															
BOISE	**198.8**	**221.9**	**11.6**	**81.6**	**11.9**	**3,752,194**	**64.9**	**31,214**	**45,983**	**1,462,867**	**46.7**	**13,674**	**17,927**	**.0785**	**.0830**
Ada	198.8	221.9	11.6	81.6	11.9	3,752,194	64.9	31,214	45,983	1,462,867	46.7	13,674	17,927	.0785	.0830
TOTAL METRO COUNTIES	**198.8**	**221.9**	**11.6**	**81.6**	**11.9**	**3,752,194**	**64.9**	**31,214**	**45,983**	**1,462,867**	**46.7**	**13,674**	**17,927**	**.0785**	**.0830**
TOTAL STATE	**1,029.9**	**1,101.4**	**6.9**	**372.5**	**6.1**	**15,051,760**	**55.4**	**27,594**	**40,407**	**7,134,690**	**46.8**	**13,830**	**19,127**	**.3638**	**.3676**
ILLINOIS															
AURORA - ELGIN	**349.2**	**377.6**	**8.1**	**135.0**	**10.7**	**6,882,252**	**53.4**	**37,801**	**50,980**	**2,391,821**	**41.8**	**13,836**	**17,717**	**.1459**	**.1457**
Kane	308.1	333.2	8.1	119.4	10.9	6,192,617	54.3	37,265	51,864	2,277,170	42.5	14,841	19,072	.1317	.1325
Kendall	41.1	44.4	8.0	15.6	9.9	689,635	37.1	35,425	44,207	114,651	30.0	6,212	7,349	.0142	.0132
BLOOMINGTON - NORMAL	**125.1**	**130.0**	**3.9**	**48.5**	**6.6**	**2,543,042**	**57.2**	**35,552**	**52,434**	**1,192,125**	**54.4**	**16,972**	**24,580**	**.0559**	**.0574**
McLean	125.1	130.0	3.9	48.5	6.6	2,543,042	57.2	35,552	52,434	1,192,125	54.4	16,972	24,580	.0559	.0574
CHAMPAIGN - URBANA - RANTOUL	**168.8**	**170.0**	**.7**	**63.4**	**3.1**	**2,651,324**	**38.9**	**31,040**	**41,819**	**1,423,903**	**42.8**	**16,215**	**22,459**	**.0695**	**.0653**
Champaign	168.8	170.0	.7	63.4	3.1	2,651,324	38.9	31,040	41,819	1,423,903	42.8	16,215	22,459	.0695	.0653
CHICAGO	**6,127.1**	**6,173.2**	**.8**	**2,306.4**	**3.1**	**121,661,698**	**49.8**	**36,480**	**52,750**	**52,260,415**	**46.7**	**15,919**	**22,659**	**2.7327**	**2.6790**
Cook	5,221.8	5,178.9	-.8	1,944.5	1.5	97,109,717	45.4	34,853	49,941	42,466,372	44.8	15,299	21,839	2.2566	2.1689
Du Page	737.1	808.2	9.6	296.1	12.3	20,773,192	65.6	47,586	70,156	8,849,433	56.4	21,465	29,887	.4068	.4370
McHenry	168.2	186.1	10.6	65.8	13.3	3,778,789	63.6	39,749	57,428	944,610	45.0	11,212	14,356	.0693	.0731
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	***8,098.1***	***8,216.6***	***1.5***	***3,013.9***	***3.7***	***157,670,830***	***48.4***	***35,555***	***52,315***	***67,179,417***	***46.1***	***15,828***	***22,290***	***3.5582***	***3.4812***
DAVENPORT - ROCK ISLAND - MOLINE	**389.5**	**391.3**	**.5**	**150.8**	**2.7**	**7,321,594**	**47.7**	**33,703**	**48,552**	**3,070,668**	**40.6**	**14,879**	**20,363**	**.1678**	**.1619**
Henry	56.7	55.3	-2.5	20.9	.0	988,640	43.8	32,887	47,303	268,124	34.5	9,535	12,824	.0212	.0200
Rock Island	165.5	163.2	-1.4	63.7	.8	3,175,011	45.1	34,619	49,843	1,470,224	44.2	16,131	23,082	.0747	.0716
Scott, Iowa	*167.3*	*172.8*	*3.3*	*66.2*	*5.6*	*3,157,943*	*51.7*	*33,101*	*47,703*	*1,332,320*	*38.0*	*15,398*	*20,126*	*.0719*	*.0703*
DECATUR	**131.7**	**131.6**	**-.1**	**51.4**	**2.2**	**2,546,886**	**49.9**	**33,783**	**49,550**	**1,126,764**	**47.6**	**15,179**	**21,921**	**.0576**	**.0567**
Macon	131.7	131.6	-.1	51.4	2.2	2,546,886	49.9	33,783	49,550	1,126,764	47.6	15,179	21,921	.0576	.0567
JOLIET	**383.6**	**407.0**	**6.1**	**135.9**	**8.2**	**6,776,105**	**47.4**	**36,609**	**49,861**	**2,214,111**	**46.1**	**12,066**	**16,290**	**.1466**	**.1443**
Grundy	33.2	35.3	6.3	13.1	8.3	724,448	60.3	37,346	55,301	214,375	47.6	12,002	16,365	.0140	.0145
Will	350.4	371.7	6.1	122.8	8.2	6,051,657	46.0	36,530	49,281	1,999,736	45.9	12,073	16,284	.1325	.1298
KANKAKEE	**104.1**	**104.9**	**.8**	**38.2**	**3.0**	**1,488,407**	**37.0**	**29,281**	**38,964**	**639,384**	**33.5**	**12,907**	**16,738**	**.0384**	**.0351**
Kankakee	104.1	104.9	.8	38.2	3.0	1,488,407	37.0	29,281	38,964	639,384	33.5	12,907	16,738	.0384	.0351

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/85 Total Pop. (Thous.)	12/31/90 Total Pop. (Thous.)	% Change 1985–1990	12/31/90 Total House-holds (Thous.)	% Change 1985–1990	EFFECTIVE BUYING INCOME 1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	RETAIL SALES 1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	BUYING POWER INDEX 1985	BUYING POWER INDEX 1990
ILLINOIS (cont.)															
LAKE COUNTY	**472.6**	**500.7**	**5.9**	**170.3**	**8.7**	**11,258,624**	**55.7**	**46,182**	**66,111**	**4,427,254**	**54.0**	**18,362**	**25,997**	**.2304**	**.2364**
Lake	472.6	500.7	5.9	170.3	8.7	11,258,624	55.7	46,182	66,111	4,427,254	54.0	18,362	25,997	.2304	.2364
PEORIA	**370.8**	**372.3**	**.4**	**141.1**	**2.6**	**7,255,795**	**47.7**	**35,734**	**51,423**	**2,640,828**	**39.5**	**13,772**	**18,716**	**.1592**	**.1532**
Peoria	200.9	199.8	-.5	77.3	1.7	4,129,198	50.2	36,161	53,405	1,605,135	41.0	14,981	20,765	.0901	.0878
Tazewell	134.7	136.1	1.0	51.0	3.2	2,532,576	44.8	35,401	49,658	894,102	38.3	13,091	17,531	.0563	.0534
Woodford	35.2	36.4	3.4	12.8	5.8	595,021	42.9	34,414	46,486	141,591	30.5	8,965	11,062	.0128	.0120
ROCKFORD	**282.0**	**283.1**	**.4**	**107.1**	**2.6**	**4,813,561**	**40.2**	**32,889**	**44,965**	**2,306,603**	**43.1**	**15,436**	**21,537**	**.1193**	**.1125**
Boone	29.9	30.8	3.0	11.1	4.7	399,172	27.0	29,659	35,961	170,244	38.1	11,633	15,337	.0107	.0096
Winnebago	252.1	252.3	.1	96.0	2.3	4,414,389	41.5	33,255	45,983	2,136,359	43.6	15,865	22,254	.1086	.1029
SPRINGFIELD	**195.4**	**201.4**	**3.1**	**83.1**	**5.6**	**3,320,889**	**39.5**	**30,252**	**39,963**	**1,607,915**	**40.0**	**14,597**	**19,349**	**.0833**	**.0784**
Menard	12.5	13.2	5.6	5.1	8.5	156,130	28.3	25,886	30,614	32,523	25.9	5,495	6,377	.0036	.0034
Sangamon	182.9	188.2	2.9	78.0	5.4	3,164,759	40.1	30,529	40,574	1,575,392	40.3	15,176	20,197	.0797	.0750
TOTAL METRO COUNTIES	**9,523.2**	**9,661.9**	**1.5**	**3,584.4**	**3.7**	**183,387,115**	**48.0**	**35,863**	**51,163**	**78,185,657**	**45.8**	**15,517**	**21,813**	**4.1560**	**4.0578**
TOTAL STATE	**11,640.4**	**11,795.6**	**1.3**	**4,412.4**	**3.6**	**213,605,070**	**46.4**	**34,266**	**48,410**	**91,315,493**	**44.6**	**14,830**	**20,695**	**4.9304**	**4.7726**
INDIANA															
ANDERSON	**132.4**	**125.1**	**-5.5**	**46.9**	**-3.5**	**2,170,231**	**46.7**	**30,433**	**46,274**	**1,083,599**	**41.9**	**15,709**	**23,104**	**.0538**	**.0511**
Madison	132.4	125.1	-5.5	46.9	-3.5	2,170,231	46.7	30,433	46,274	1,083,599	41.9	15,709	23,104	.0538	.0511
BLOOMINGTON	**101.4**	**103.4**	**2.0**	**37.5**	**4.2**	**1,625,960**	**59.5**	**28,317**	**43,359**	**841,297**	**53.8**	**15,199**	**22,435**	**.0384**	**.0395**
Monroe	101.4	103.4	2.0	37.5	4.2	1,625,960	59.5	28,317	43,359	841,297	53.8	15,199	22,435	.0384	.0395
ELKHART - GOSHEN	**145.9**	**153.4**	**5.1**	**56.3**	**7.6**	**2,513,681**	**59.0**	**30,225**	**44,648**	**1,589,726**	**56.0**	**19,482**	**28,237**	**.0622**	**.0647**
Elkhart	145.9	153.4	5.1	56.3	7.6	2,513,681	59.0	30,225	44,648	1,589,726	56.0	19,482	28,237	.0622	.0647
EVANSVILLE	**285.4**	**292.2**	**2.4**	**112.5**	**4.6**	**5,156,494**	**56.7**	**30,595**	**45,852**	**2,832,150**	**52.2**	**17,297**	**25,175**	**.1223**	**.1247**
Posey	27.6	28.4	2.9	10.0	5.3	457,874	58.6	30,387	45,787	127,627	54.1	8,717	12,763	.0093	.0094
Vanderburgh	167.2	166.0	-.7	66.9	1.7	3,230,922	57.9	31,099	48,295	2,065,905	51.2	20,769	30,880	.0797	.0812
Warrick	47.4	52.6	11.0	18.4	13.6	726,584	49.3	30,035	39,488	213,310	55.5	8,468	11,593	.0155	.0157
Henderson, Ky.	*43.2*	*45.2*	*4.6*	*17.2*	*6.8*	*743,014*	*57.9*	*29,223*	*43,198*	*425,308*	*54.9*	*17,054*	*24,727*	*.0178*	*.0184*
FORT WAYNE	**357.3**	**358.5**	**.3**	**131.7**	**2.5**	**5,923,713**	**48.5**	**31,047**	**44,979**	**3,106,540**	**47.2**	**16,427**	**23,588**	**.1462**	**.1431**
Allen	296.2	296.4	.1	109.8	2.3	5,070,338	49.3	31,653	46,178	2,726,409	47.4	17,240	24,831	.1250	.1226
De Kalb	34.0	34.2	.6	12.0	1.7	479,584	43.2	28,577	39,965	189,404	43.9	11,152	15,784	.0116	.0112
Whitley	27.1	27.9	3.0	9.9	5.3	373,791	44.7	27,486	37,757	190,727	47.3	13,779	19,265	.0096	.0093
GARY - HAMMOND	**643.1**	**636.6**	**-1.0**	**221.6**	**1.0**	**8,620,508**	**30.1**	**30,209**	**38,901**	**4,989,849**	**35.4**	**16,791**	**22,517**	**.2510**	**.2241**
Lake	510.7	493.9	-3.3	172.8	-1.3	6,348,132	24.6	29,107	36,737	4,179,695	32.6	18,011	24,188	.2012	.1743
Porter	132.4	142.7	7.8	48.8	9.9	2,272,376	48.1	34,556	46,565	810,154	52.2	11,985	16,602	.0498	.0498
INDIANAPOLIS	**1,208.6**	**1,241.2**	**2.7**	**465.0**	**4.8**	**22,645,995**	**56.7**	**32,561**	**48,701**	**12,356,422**	**52.7**	**18,238**	**26,573**	**.5321**	**.5436**
Boone	38.7	40.5	4.7	14.7	7.3	625,061	46.2	31,201	42,521	285,471	49.4	13,943	19,420	.0149	.0147
Hamilton	96.9	110.1	13.6	38.0	15.9	2,012,030	61.5	37,985	52,948	657,005	63.1	12,278	17,290	.0380	.0419
Hancock	47.2	50.0	5.9	17.2	8.2	786,198	52.2	32,491	45,709	355,279	53.0	14,602	20,656	.0182	.0184
Hendricks	76.2	81.0	6.3	26.9	8.0	1,179,475	44.7	32,738	43,847	376,944	49.2	10,146	14,013	.0263	.0258
Johnson	83.4	88.7	6.4	30.7	8.5	1,524,260	60.2	33,627	49,650	770,315	57.2	17,316	25,092	.0344	.0361
Marion	770.7	772.5	.2	302.7	2.5	15,149,708	58.7	32,344	50,049	9,315,519	52.2	20,736	30,775	.3661	.3742
Morgan	55.2	57.7	4.5	20.2	8.0	810,133	47.9	29,290	40,106	367,001	50.8	13,015	18,168	.0196	.0194
Shelby	40.3	40.7	1.0	14.6	2.8	559,130	41.5	27,825	38,297	226,888	43.9	11,202	15,677	.0138	.0131
KOKOMO	**103.8**	**103.4**	**-.4**	**38.9**	**1.3**	**1,953,216**	**54.1**	**33,015**	**50,211**	**1,013,344**	**49.5**	**17,652**	**26,050**	**.0458**	**.0458**
Howard	87.0	86.8	-.2	32.6	1.6	1,709,687	57.3	33,864	52,444	914,825	50.8	18,900	28,062	.0396	.0402
Tipton	16.8	16.6	-1.2	6.3	.0	243,529	34.7	28,693	38,655	98,519	38.5	11,290	15,638	.0062	.0056
LAFAYETTE - WEST LAFAYETTE	**122.8**	**124.2**	**1.1**	**44.2**	**3.8**	**2,117,646**	**57.4**	**31,579**	**47,911**	**1,144,557**	**52.4**	**17,626**	**25,895**	**.0504**	**.0514**
Tippecanoe	122.8	124.2	1.1	44.2	3.8	2,117,646	57.4	31,579	47,911	1,144,557	52.4	17,626	25,895	.0504	.0514
MUNCIE	**124.7**	**121.0**	**-3.0**	**43.9**	**-.9**	**1,974,927**	**50.9**	**29,539**	**44,987**	**1,175,697**	**45.9**	**18,193**	**26,781**	**.0511**	**.0499**
Delaware	124.7	121.0	-3.0	43.9	-.9	1,974,927	50.9	29,539	44,987	1,175,697	45.9	18,193	26,781	.0511	.0499
SOUTH BEND - MISHAWAKA	**238.7**	**234.9**	**-1.6**	**88.4**	**.7**	**3,955,104**	**48.9**	**30,258**	**44,741**	**2,263,085**	**46.0**	**17,654**	**25,601**	**.1006**	**.0979**
St. Joseph	238.7	234.9	-1.6	88.4	.7	3,955,104	48.9	30,258	44,741	2,263,085	46.0	17,654	25,601	.1006	.0979
TERRE HAUTE	**134.2**	**131.0**	**-2.4**	**48.6**	**-1.2**	**2,034,453**	**48.5**	**27,849**	**41,861**	**1,501,248**	**44.1**	**21,175**	**30,890**	**.0581**	**.0560**
Clay	25.2	25.3	.4	9.4	.0	390,964	54.5	26,914	41,592	176,321	48.3	12,647	18,758	.0093	.0091
Vigo	109.0	105.7	-3.0	39.2	-1.5	1,643,489	47.1	28,070	41,926	1,324,927	43.6	23,189	33,799	.0488	.0469
TOTAL METRO COUNTIES	**3,778.0**	**3,811.7**	**.9**	**1,401.5**	**3.0**	**63,284,949**	**50.4**	**30,934**	**45,155**	**35,124,204**	**48.0**	**17,438**	**25,062**	**1.5753**	**1.5548**
TOTAL STATE	**5,585.8**	**5,641.5**	**1.0**	**2,064.8**	**3.0**	**88,964,034**	**49.5**	**29,681**	**43,086**	**46,943,812**	**47.4**	**15,889**	**22,735**	**2.2109**	**2.1734**
IOWA															
CEDAR RAPIDS	**172.1**	**173.5**	**.8**	**68.6**	**3.0**	**3,285,781**	**51.1**	**32,661**	**47,898**	**1,420,724**	**42.9**	**14,926**	**20,710**	**.0744**	**.0731**
Linn	172.1	173.5	.8	68.6	3.0	3,285,781	51.1	32,661	47,898	1,420,724	42.9	14,926	20,710	.0744	.0731
DAVENPORT - ROCK ISLAND - MOLINE	**389.5**	**391.2**	**.5**	**150.8**	**2.7**	**7,321,594**	**47.7**	**33,762**	**48,552**	**3,070,664**	**40.6**	**14,879**	**20,363**	**.1678**	**.1619**
Scott	167.3	172.8	3.3	66.2	5.6	3,157,943	51.7	33,791	47,703	1,332,320	38.0	15,398	20,126	.0719	.0703
Henry, Ill.	*56.7*	*55.3*	*-2.5*	*20.9*	*.0*	*988,640*	*43.8*	*32,887*	*47,303*	*268,024*	*34.5*	*9,535*	*12,824*	*.0212*	*.0200*
Rock Island, Ill.	*165.5*	*163.2*	*-1.4*	*63.7*	*.8*	*3,175,011*	*45.1*	*34,619*	*49,843*	*1,470,324*	*44.2*	*16,131*	*23,082*	*.0747*	*.0716*
DES MOINES	**384.3**	**398.2**	**3.6**	**161.3**	**5.9**	**7,908,273**	**59.3**	**32,599**	**49,028**	**3,558,228**	**47.3**	**15,861**	**22,060**	**.1736**	**.1763**
Dallas	30.9	32.1	3.9	12.6	5.9	442,741	36.7	27,209	35,138	158,044	32.0	10,065	12,543	.0110	.0101
Polk	315.5	325.8	3.3	134.4	5.7	6,821,013	61.3	33,243	50,752	3,270,964	48.5	17,316	24,338	.1491	.1535
Warren	37.9	40.3	6.3	14.3	8.3	644,519	56.2	31,257	45,071	129,220	38.6	7,065	9,036	.0125	.0127
DUBUQUE	**92.1**	**89.9**	**-2.4**	**31.2**	**.0**	**1,258,056**	**35.1**	**29,842**	**40,322**	**668,288**	**33.4**	**16,061**	**21,419**	**.0352**	**.0315**
Dubuque	92.1	89.9	-2.4	31.2	.0	1,258,056	35.1	29,842	40,322	668,288	33.4	16,061	21,419	.0352	.0315

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/85 Total Pop. (Thous.)	12/31/90 Total Pop. (Thous.)	% Change 1985–1990	12/31/90 Total Households (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
IOWA (cont.)															
IOWA CITY	**86.0**	**89.1**	**3.6**	**35.6**	**6.3**	**1,795,721**	**66.4**	**32,210**	**50,442**	**611,684**	**45.4**	**12,554**	**17,182**	**.0354**	**.0372**
Johnson	86.0	89.1	3.6	35.6	6.3	1,795,721	66.4	32,210	50,442	611,684	45.4	12,554	17,182	.0354	.0372
SIOUX CITY	**118.4**	**118.6**	**.2**	**45.8**	**2.2**	**1,797,424**	**44.8**	**27,706**	**39,245**	**991,217**	**40.9**	**15,699**	**21,642**	**.0471**	**.0450**
Woodbury	100.3	99.2	−1.1	38.8	1.3	1,539,668	45.3	27,676	39,682	897,791	40.6	16,666	23,139	.0410	.0390
Dakota, Neb.	*18.1*	*19.4*	*7.2*	*7.0*	*7.7*	*257,756*	*42.2*	*27,879*	*36,822*	*93,426*	*44.0*	*9,984*	*13,347*	*.0061*	*.0060*
WATERLOO - CEDAR FALLS	**157.8**	**157.3**	**−.3**	**57.9**	**.0**	**2,798,337**	**48.6**	**32,534**	**48,331**	**1,103,284**	**35.6**	**14,049**	**19,055**	**.0643**	**.0615**
Black Hawk	132.5	131.9	−.5	48.7	−.2	2,377,853	48.2	32,869	48,827	991,020	35.7	14,962	20,349	.0554	.0529
Bremer	25.3	25.4	.4	9.2	1.1	420,484	50.3	30,741	45,705	112,264	34.8	9,153	12,203	.0089	.0086
TOTAL METRO COUNTIES	**1,247.5**	**1,268.0**	**1.6**	**493.7**	**3.8**	**23,260,812**	**53.6**	**31,849**	**47,115**	**10,451,255**	**42.8**	**15,384**	**21,169**	**.5317**	**.5261**
TOTAL STATE	**2,942.8**	**2,959.3**	**.6**	**1,151.0**	**2.6**	**47,137,441**	**47.4**	**28,511**	**40,953**	**21,469,937**	**40.6**	**13,609**	**18,653**	**1.1437**	**1.1003**
KANSAS															
KANSAS CITY	**1,497.5**	**1,546.8**	**3.3**	**586.4**	**4.5**	**29,798,170**	**50.3**	**35,332**	**50,815**	**15,676,829**	**49.4**	**18,698**	**26,734**	**.7040**	**.7000**
Johnson	307.6	341.5	11.0	131.0	13.7	8,713,715	62.3	46,608	66,517	3,886,109	62.0	20,823	29,665	.1730	.1860
Leavenworth	58.4	60.8	4.1	19.4	5.4	944,173	47.3	34,830	48,669	302,346	48.6	11,054	15,585	.0207	.0204
Miami	22.8	23.8	4.4	8.7	6.1	354,333	41.4	30,553	40,728	123,691	46.2	10,317	14,217	.0081	.0078
Wyandotte	171.9	170.5	−.8	64.3	.3	2,883,307	45.4	30,942	44,841	1,157,166	44.0	12,536	17,996	.0670	.0642
Cass, Mo.	*56.0*	*59.9*	*7.0*	*20.2*	*5.8*	*813,837*	*40.5*	*30,331*	*40,289*	*329,653*	*45.5*	*11,862*	*16,319*	*.0198*	*.0190*
Clay, Mo.	*141.7*	*145.2*	*2.5*	*55.1*	*4.8*	*2,778,056*	*50.0*	*35,204*	*50,418*	*1,846,349*	*49.5*	*23,480*	*33,509*	*.0714*	*.0709*
Jackson, Mo.	*632.4*	*630.6*	*−.3*	*247.1*	*.6*	*11,853,578*	*47.1*	*32,806*	*47,971*	*7,536,145*	*45.1*	*21,150*	*30,498*	*.3081*	*.2984*
Lafayette, Mo.	*31.3*	*32.5*	*3.8*	*11.6*	*1.8*	*416,712*	*37.1*	*26,666*	*35,923*	*157,531*	*40.9*	*9,805*	*13,580*	*.0104*	*.0097*
Platte, Mo.	*52.5*	*57.9*	*10.3*	*20.7*	*10.7*	*792,762*	*33.2*	*31,835*	*38,298*	*244,164*	*45.4*	*8,979*	*11,795*	*.0185*	*.0174*
Ray, Mo.	*22.9*	*24.1*	*5.2*	*8.3*	*3.8*	*247,697*	*23.6*	*25,044*	*29,843*	*93,675*	*35.7*	*8,628*	*11,286*	*.0070*	*.0062*
LAWRENCE	**71.7**	**74.8**	**4.3**	**26.8**	**5.5**	**1,246,850**	**52.5**	**32,183**	**46,524**	**546,342**	**51.3**	**14,218**	**20,386**	**.0284**	**.0285**
Douglas	71.7	74.8	4.3	26.8	5.5	1,246,850	52.5	32,183	46,524	546,342	51.3	14,218	20,386	.0284	.0285
TOPEKA	**160.3**	**164.0**	**2.3**	**65.6**	**4.8**	**3,436,733**	**52.1**	**36,094**	**52,389**	**1,541,443**	**50.6**	**16,356**	**23,498**	**.0757**	**.0758**
Shawnee	160.3	164.0	2.3	65.6	4.8	3,436,733	52.1	36,094	52,389	1,541,443	50.6	16,356	23,498	.0757	.0758
WICHITA	**431.6**	**449.1**	**4.1**	**175.5**	**6.3**	**9,736,102**	**54.8**	**38,097**	**55,476**	**4,057,985**	**50.1**	**16,378**	**23,122**	**.2064**	**.2092**
Butler	47.6	50.1	5.3	18.3	5.8	718,842	35.5	30,675	39,281	280,250	43.0	11,326	15,314	.0177	.0166
Sedgwick	384.0	399.0	3.9	157.2	6.4	9,017,260	56.6	38,965	57,362	3,777,735	50.6	16,969	24,031	.1887	.1926
TOTAL METRO COUNTIES	**1,224.3**	**1,284.5**	**4.9**	**491.3**	**7.0**	**27,315,213**	**55.1**	**38,368**	**55,598**	**11,615,082**	**53.2**	**16,513**	**23,642**	**.5793**	**.5919**
TOTAL STATE	**2,470.5**	**2,558.7**	**3.6**	**976.9**	**5.1**	**45,657,066**	**48.9**	**32,996**	**46,737**	**20,960,860**	**48.8**	**15,161**	**21,457**	**1.0857**	**1.0439**
KENTUCKY															
CLARKSVILLE - HOPKINSVILLE	**154.4**	**159.6**	**3.4**	**54.1**	**5.9**	**2,230,558**	**58.8**	**27,483**	**41,230**	**1,142,301**	**54.5**	**14,473**	**21,115**	**.0538**	**.0555**
Christian	67.4	69.1	2.5	22.1	4.7	966,656	60.0	28,633	43,740	444,268	53.9	13,679	20,103	.0226	.0233
Montgomery, Tenn.	*87.0*	*90.5*	*4.0*	*32.0*	*6.7*	*1,263,902*	*57.9*	*26,674*	*39,497*	*698,033*	*54.8*	*15,032*	*21,814*	*.0312*	*.0322*
HUNTINGTON - ASHLAND	**339.8**	**340.9**	**.3**	**128.4**	**2.6**	**4,367,009**	**44.0**	**24,237**	**34,011**	**2,425,424**	**41.9**	**13,668**	**18,890**	**.1191**	**.1136**
Boyd	55.2	54.5	−1.3	20.8	1.5	707,968	33.0	25,962	34,037	479,096	38.7	16,847	23,033	.0215	.0197
Carter	26.3	27.1	3.0	9.3	5.7	284,196	53.9	20,989	30,559	118,973	38.1	9,789	12,793	.0073	.0072
Greenup	40.4	41.4	2.5	14.1	3.7	405,805	24.2	24,029	28,780	105,438	27.1	6,100	7,478	.0109	.0095
Lawrence, Ohio	*65.0*	*66.0*	*1.5*	*24.5*	*4.3*	*938,116*	*53.4*	*26,024*	*38,290*	*230,731*	*34.9*	*7,280*	*9,418*	*.0200*	*.0197*
Cabell, W. Va.	*105.4*	*103.6*	*−1.7*	*42.1*	*.7*	*1,400,066*	*42.7*	*23,475*	*33,256*	*1,303,515*	*45.2*	*21,473*	*30,962*	*.0457*	*.0435*
Wayne, W. Va.	*47.5*	*48.3*	*1.7*	*17.6*	*4.1*	*630,858*	*59.5*	*23,405*	*35,844*	*187,671*	*48.2*	*7,494*	*10,663*	*.0137*	*.0140*
LEXINGTON-FAYETTE	**330.7**	**342.8**	**3.7**	**131.6**	**6.1**	**6,053,966**	**61.7**	**30,194**	**46,003**	**3,236,923**	**54.4**	**16,906**	**24,597**	**.1397**	**.1455**
Bourbon	19.0	18.6	−2.1	7.0	.0	205,453	31.3	22,346	29,350	98,482	36.8	10,281	14,069	.0059	.0052
Clark	30.0	31.4	4.7	11.8	8.3	540,389	67.3	29,640	45,796	216,388	51.6	13,095	18,338	.0114	.0120
Fayette	209.9	215.7	2.8	86.0	5.3	4,068,916	60.9	30,960	47,313	2,525,393	54.6	19,991	29,365	.0978	.1017
Jessamine	29.8	33.0	10.7	11.3	14.1	531,905	78.0	30,176	47,071	188,332	70.1	11,183	16,667	.0103	.0117
Scott	23.2	24.3	4.7	8.5	6.3	340,925	56.3	27,271	40,109	85,851	39.9	7,673	10,100	.0072	.0071
Woodford	18.8	19.8	5.3	7.0	7.7	366,378	67.8	33,582	52,340	122,477	60.4	11,745	17,497	.0071	.0078
LOUISVILLE	**971.0**	**978.0**	**.7**	**365.8**	**2.7**	**16,721,957**	**55.0**	**30,290**	**45,713**	**8,228,219**	**48.9**	**15,666**	**22,712**	**.3901**	**.3946**
Bullitt	49.0	53.9	10.0	16.9	12.7	720,167	65.2	29,065	42,613	154,942	62.7	6,350	9,168	.0139	.0151
Jefferson	678.5	668.5	−1.5	259.2	.8	12,248,781	54.3	30,871	47,256	6,408,165	48.7	16,960	25,032	.2915	.2911
Oldham	33.4	38.3	14.7	11.8	19.2	687,118	82.5	38,030	58,230	124,601	57.7	7,980	10,559	.0112	.0129
Shelby	25.0	26.3	5.2	9.1	5.8	360,999	51.6	27,681	39,670	117,928	35.3	10,136	12,959	.0081	.0081
Clark, Ind.	*92.0*	*94.1*	*2.3*	*34.4*	*4.6*	*1,270,676*	*45.2*	*26,602*	*36,938*	*895,719*	*47.0*	*18,526*	*26,038*	*.0364*	*.0353*
Floyd, Ind.	*63.3*	*64.9*	*2.5*	*23.5*	*4.0*	*1,004,458*	*53.4*	*28,966*	*42,743*	*394,775*	*50.6*	*11,597*	*16,799*	*.0226*	*.0226*
Harrison, Ind.	*29.8*	*32.0*	*- 7.4*	*10.9*	*9.0*	*429,758*	*59.8*	*26,893*	*39,427*	*132,089*	*55.6*	*8,409*	*12,118*	*.0091*	*.0095*
OWENSBORO	**88.2**	**89.9**	**1.9**	**33.9**	**4.6**	**1,303,089**	**47.9**	**27,187**	**38,439**	**865,151**	**48.4**	**17,997**	**25,521**	**.0356**	**.0350**
Daviess	88.2	89.9	1.9	33.9	4.6	1,303,089	47.9	27,187	38,439	865,151	48.4	17,997	25,521	.0356	.0350
TOTAL METRO COUNTIES	**1,708.1**	**1,730.2**	**1.3**	**644.9**	**3.5**	**28,945,999**	**55.2**	**29,934**	**44,884**	**14,806,726**	**50.7**	**15,769**	**22,960**	**.6861**	**.6924**
TOTAL STATE	**3,786.2**	**3,883.9**	**2.6**	**1,413.9**	**4.6**	**55,444,660**	**54.9**	**26,486**	**39,214**	**26,927,080**	**49.1**	**13,366**	**19,044**	**1.3417**	**1.3502**
LOUISIANA															
ALEXANDRIA	**143.5**	**150.4**	**4.8**	**53.7**	**7.6**	**2,018,416**	**55.7**	**25,972**	**37,587**	**1,003,802**	**41.4**	**14,223**	**18,693**	**.0502**	**.0503**
Rapides	143.5	150.4	4.8	53.7	7.6	2,018,416	55.7	25,972	37,587	1,003,802	41.4	14,223	18,693	.0502	.0503
BATON ROUGE	**554.1**	**608.5**	**9.8**	**215.5**	**12.5**	**9,509,640**	**62.5**	**30,824**	**44,499**	**4,821,509**	**53.0**	**16,454**	**22,374**	**.3192**	**.3311**
Ascension	60.5	70.3	16.2	23.1	19.1	944,426	67.5	29,067	40,884	360,251	50.2	12,362	15,595	.0204	.0220
East Baton Rouge	400.4	430.9	7.6	156.9	10.4	7,085,017	59.4	31,286	45,156	4,102,673	53.2	18,850	26,140	.1701	.1769
Livingston	71.9	84.0	16.8	28.0	19.7	1,219,783	76.5	29,57[illegible]	43,564	269,963	55.0	7,443	9,642	.0221	.0250
West Baton Rouge	21.3	23.3	9.4	7.5	13.6	340,414	68.5	30,6[illegible]2	45,389	88,622	52.1	8,826	11,816	.0066	.0072

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/85 Total Pop. (Thous.)	12/31/90 Total Pop. (Thous.)	% Change 1985–1990	12/31/90 Total House-holds (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
LOUISIANA (cont.)															
HOUMA - THIBODAUX	**192.1**	**203.7**	**6.0**	**68.1**	**8.3**	**3,007,336**	**55.3**	**30,787**	**44,161**	**1,503,301**	**38.1**	**17,302**	**22,075**	**.0740**	**.0734**
Lafourche	88.5	92.9	5.0	30.8	6.9	1,389,853	56.1	30,923	45,125	555,958	37.7	14,018	18,051	.0320	.0318
Terrebonne	103.6	110.8	6.9	37.3	9.4	1,617,483	54.6	30,673	43,364	947,343	38.4	20,076	25,398	.0420	.0416
LAFAYETTE	**216.6**	**239.9**	**10.8**	**85.5**	**13.4**	**3,918,339**	**64.5**	**31,584**	**45,829**	**2,426,132**	**51.5**	**21,239**	**28,376**	**.0950**	**.1002**
Lafayette	170.2	188.1	10.5	68.9	13.3	3,298,235	64.4	33,002	47,870	2,254,226	51.9	24,404	32,717	.0819	.0863
St. Martin	46.4	51.8	11.6	16.6	13.7	620,104	65.4	25,681	37,336	171,906	46.1	8,057	10,356	.0131	.0139
LAKE CHARLES	**176.8**	**183.7**	**3.9**	**65.8**	**6.5**	**2,656,400**	**46.9**	**29,252**	**40,371**	**1,467,527**	**40.7**	**16,880**	**22,303**	**.0695**	**.0672**
Calcasieu	176.8	183.7	3.9	65.8	6.5	2,656,400	46.9	29,252	40,371	1,467,527	40.7	16,880	22,303	.0695	.0672
MONROE	**145.5**	**150.6**	**3.5**	**54.1**	**5.9**	**1,901,918**	**47.1**	**25,297**	**35,156**	**1,124,812**	**41.5**	**15,557**	**20,791**	**.0522**	**.0505**
Ouachita	145.5	150.6	3.5	54.1	5.9	1,901,918	47.1	25,297	35,156	1,124,812	41.5	15,557	20,791	.0522	.0505
NEW ORLEANS	**1,348.7**	**1,428.1**	**5.9**	**533.4**	**8.1**	**22,225,128**	**56.0**	**28,870**	**41,667**	**11,831,688**	**49.9**	**15,986**	**22,182**	**.5362**	**.5460**
Jefferson	486.7	512.4	5.3	190.8	7.7	8,687,302	53.9	31,881	45,531	5,395,527	49.9	20,322	28,278	.2187	.2209
Orleans	564.9	570.2	.9	224.2	3.3	8,050,899	48.9	24,914	35,909	4,668,818	47.9	14,546	20,824	.2114	.2075
St. Bernard	69.3	73.6	6.2	25.5	8.5	986,857	48.4	28,301	38,700	449,579	48.6	12,876	17,631	.0240	.0239
St. Charles	42.4	47.4	11.8	15.9	14.4	683,717	57.2	31,287	43,001	128,524	42.5	6,489	8,083	.0133	.0137
St. John the Baptist	41.3	50.2	21.5	15.7	23.6	773,050	82.3	33,389	49,239	227,448	60.1	11,185	14,487	.0141	.0163
St. Tammany	144.1	174.3	21.0	61.3	24.1	3,043,303	81.8	33,882	49,646	961,792	60.1	12,157	15,690	.0547	.0637
SHREVEPORT	**363.4**	**389.6**	**7.2**	**146.9**	**9.8**	**6,180,684**	**58.6**	**29,127**	**42,074**	**3,037,385**	**45.5**	**15,605**	**20,677**	**.1447**	**.1475**
Bossier	89.3	96.8	8.4	34.6	11.3	1,240,277	49.5	26,669	35,846	639,797	45.1	14,176	18,491	.0317	.0316
Caddo	274.1	292.8	6.8	112.3	9.3	4,940,407	61.0	29,872	43,993	2,397,588	45.6	16,038	21,350	.1130	.1159
TOTAL METRO COUNTIES	**3,140.7**	**3,354.5**	**6.8**	**1,223.0**	**9.2**	**51,497,861**	**57.2**	**29,254**	**42,108**	**27,216,156**	**48.2**	**16,399**	**22,254**	**1.2410**	**1.2662**
TOTAL STATE	**4,532.6**	**4,806.1**	**6.0**	**1,721.1**	**8.5**	**68,787,588**	**56.1**	**27,775**	**39,967**	**34,846,835**	**46.6**	**14,984**	**20,247**	**1.6745**	**1.6947**
MAINE															
BANGOR	**138.9**	**140.4**	**1.1**	**49.8**	**3.1**	**2,001,117**	**48.7**	**27,860**	**40,183**	**1,317,919**	**47.7**	**18,479**	**26,464**	**.0548**	**.0538**
Penobscot	138.9	140.4	1.1	49.8	3.1	2,001,117	48.7	27,860	40,183	1,317,919	47.7	18,479	26,464	.0548	.0538
LEWISTON - AUBURN	**100.9**	**101.5**	**.6**	**38.2**	**3.0**	**1,426,634**	**47.6**	**26,061**	**37,346**	**847,465**	**47.0**	**15,541**	**22,185**	**.0381**	**.0371**
Androscoggin	100.9	101.5	.6	38.2	3.0	1,426,634	47.6	26,061	37,346	847,465	47.0	15,541	22,185	.0381	.0371
PORTLAND	**226.8**	**235.2**	**3.7**	**91.8**	**6.3**	**4,104,287**	**54.4**	**30,773**	**44,709**	**3,306,299**	**52.7**	**25,057**	**36,016**	**.1129**	**.1146**
Cumberland	226.8	235.2	3.7	91.8	6.3	4,104,287	54.4	30,773	44,709	3,306,299	52.7	25,057	36,016	.1129	.1146
TOTAL METRO COUNTIES	**466.6**	**477.1**	**2.3**	**179.8**	**4.7**	**7,532,038**	**51.5**	**28,937**	**41,891**	**5,471,683**	**50.6**	**21,153**	**30,432**	**.2058**	**.2055**
TOTAL STATE	**1,175.4**	**1,214.2**	**3.3**	**456.4**	**5.8**	**17,963,690**	**52.5**	**27,314**	**39,360**	**10,822,025**	**51.0**	**16,626**	**23,712**	**.4621**	**.4641**
MARYLAND															
BALTIMORE	**2,291.9**	**2,367.8**	**3.3**	**873.9**	**5.6**	**39,604,070**	**46.0**	**32,763**	**45,319**	**20,177,095**	**47.5**	**16,526**	**23,089**	**.9691**	**.9457**
Anne Arundel	412.2	444.1	7.7	153.2	10.7	7,912,820	51.9	37,647	51,650	3,830,186	54.7	17,892	25,001	.1805	.1838
Baltimore	669.7	681.2	1.7	265.8	4.1	13,023,039	42.3	35,858	48,996	7,843,944	45.2	21,161	29,511	.3354	.3208
Baltimore city	760.6	735.7	–3.3	278.6	–1.1	9,522,739	35.7	24,904	34,181	4,999,608	38.2	12,840	17,945	.2662	.2427
Carroll	112.7	127.4	13.0	43.1	16.2	2,007,929	38.4	34,138	46,588	775,360	57.7	13,249	17,990	.0426	.0449
Harford	160.3	173.4	8.2	58.9	10.7	2,953,879	53.1	36,274	50,151	1,357,931	55.3	16,438	23,055	.0666	.0681
Howard	146.7	172.7	17.7	62.6	20.6	3,768,367	66.4	43,624	60,198	1,206,893	69.0	13,759	19,279	.0679	.0756
Queen Anne's	29.7	33.3	12.1	11.7	13.6	415,297	46.7	27,480	35,495	163,173	54.2	10,273	13,946	.0099	.0098
CUMBERLAND	**105.8**	**103.8**	**–1.9**	**39.6**	**.0**	**1,375,578**	**39.2**	**24,952**	**34,737**	**734,644**	**39.0**	**13,349**	**18,552**	**.0378**	**.0350**
Allegany	78.0	75.6	–3.1	29.0	–1.4	1,046,295	36.8	26,011	36,079	650,060	38.6	15,957	22,416	.0302	.0277
Mineral, W. Va.	*27.8*	*28.2*	*1.4*	*10.6*	*3.9*	*329,283*	*47.4*	*21,899*	*31,064*	*84,584*	*42.2*	*5,834*	*7,980*	*.0076*	*.0073*
HAGERSTOWN	**114.1**	**112.8**	**–1.1**	**41.0**	**1.2**	**1,600,390**	**38.4**	**28,548**	**39,034**	**972,839**	**41.2**	**17,009**	**23,728**	**.0448**	**.0418**
Washington	114.1	112.8	–1.1	41.0	1.2	1,600,390	38.4	28,548	39,034	972,839	41.2	17,009	23,728	.0448	.0418
TOTAL METRO COUNTIES	**4,118.2**	**4,286.8**	**4.1**	**1,572.3**	**6.4**	**79,706,410**	**47.9**	**36,466**	**50,694**	**40,202,390**	**48.9**	**18,275**	**25,570**	**1.8846**	**1.8596**
TOTAL STATE	**4,436.4**	**4,622.4**	**4.2**	**1,695.9**	**6.5**	**84,323,164**	**47.8**	**35,818**	**49,722**	**42,997,400**	**49.0**	**18,125**	**25,354**	**2.0076**	**1.9813**
MASSACHUSETTS															
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	**3,703.1**	**3,738.0**	**.9**	**1,417.6**	**3.2**	**77,818,740**	**45.2**	**39,832**	**54,895**	**40,437,982**	**46.0**	**20,175**	**28,526**	**1.8604**	**1.7974**
Essex	649.1	663.0	2.1	256.0	4.5	13,186,517	46.2	36,837	51,510	7,529,890	47.4	20,856	29,414	.3249	.3167
Middlesex	1,365.2	1,364.2	–.1	509.2	2.2	30,797,744	44.6	42,766	60,483	14,526,157	45.0	20,112	28,527	.7092	.6809
Norfolk	610.9	614.1	.5	227.6	2.9	14,117,981	44.7	44,137	62,030	7,613,559	45.5	23,660	33,451	.3375	.3250
Plymouth	437.8	465.1	6.2	163.0	8.9	8,010,726	50.1	35,663	49,146	3,984,356	52.5	17,456	24,444	.1878	.1889
Suffolk	640.1	631.6	–1.3	261.8	.9	11,705,772	43.1	31,525	44,713	6,784,020	43.3	18,245	25,913	.3010	.2859
NEW BEDFORD - FALL RIVER - ATTLEBORO	**492.9**	**508.8**	**3.2**	**189.7**	**5.7**	**7,696,573**	**44.6**	**29,644**	**40,572**	**5,014,318**	**47.5**	**18,939**	**26,433**	**.2091**	**.2033**
Bristol	492.9	508.8	3.2	189.7	5.7	7,696,573	44.6	29,644	40,572	5,014,318	47.5	18,939	26,433	.2091	.2033
PITTSFIELD	**143.1**	**141.0**	**–1.5**	**55.1**	**.7**	**2,427,784**	**38.8**	**31,975**	**44,061**	**1,458,301**	**41.1**	**18,901**	**26,466**	**.0652**	**.0610**
Berkshire	143.1	141.0	–1.5	55.1	.7	2,427,784	38.8	31,975	44,061	1,458,301	41.1	18,901	26,466	.0652	.0610
SPRINGFIELD	**586.1**	**589.1**	**.5**	**219.4**	**2.9**	**9,295,282**	**40.0**	**31,116**	**42,367**	**5,401,036**	**42.7**	**17,746**	**24,617**	**.2486**	**.2342**
Hampden	441.1	439.2	–.4	167.7	1.8	6,998,175	38.7	30,644	41,730	4,505,671	41.8	19,297	26,867	.1952	.1823
Hampshire	145.0	149.9	3.4	51.7	6.4	2,297,107	44.5	32,717	44,431	895,365	47.5	12,489	17,318	.0534	.0519
WORCESTER - FITCHBURG - LEOMINSTER	**662.9**	**677.0**	**2.1**	**252.8**	**4.5**	**12,081,198**	**45.3**	**34,380**	**47,790**	**5,741,866**	**47.0**	**16,151**	**22,713**	**.2873**	**.2790**
Worcester	662.9	677.0	2.1	252.8	4.5	12,081,198	45.3	34,380	47,790	5,741,866	47.0	16,151	22,713	.2873	.2790
TOTAL METRO COUNTIES	**5,588.1**	**5,653.9**	**1.2**	**2,134.6**	**3.5**	**109,319,577**	**44.6**	**36,664**	**51,213**	**58,053,503**	**45.8**	**19,310**	**27,196**	**2.6706**	**2.5749**
TOTAL STATE	**5,847.4**	**5,942.2**	**1.6**	**2,255.0**	**4.0**	**114,528,123**	**45.1**	**36,405**	**50,789**	**61,802,057**	**46.7**	**19,436**	**27,407**	**2.8008**	**2.7133**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/85 Total Pop. (Thous.)	12/31/90 Total Pop. (Thous.)	% Change 1985–1990	12/31/90 Total House-holds (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
MICHIGAN															
ANN ARBOR	271.7	276.8	1.9	102.9	4.6	5,549,915	54.4	36,529	53,935	2,707,398	51.5	18,158	26,311	.1252	.1264
Washtenaw	271.7	276.8	1.9	102.9	4.6	5,549,915	54.4	36,529	53,935	2,707,398	51.5	18,158	26,311	.1252	.1264
BATTLE CREEK	138.1	134.7	–2.5	51.5	–.2	2,422,882	51.4	31,006	47,046	1,074,897	46.6	14,206	20,872	.0558	.0547
Calhoun	138.1	134.7	–2.5	51.5	–.2	2,422,882	51.4	31,006	47,046	1,074,897	46.6	14,206	20,872	.0558	.0547
BENTON HARBOR	166.0	160.3	–3.4	60.1	–1.2	2,742,148	51.1	29,842	45,626	1,134,280	44.5	12,909	18,873	.0630	.0614
Berrien	166.0	160.3	–3.4	60.1	–1.2	2,742,148	51.1	29,842	45,626	1,134,280	44.5	12,909	18,873	.0630	.0614
DETROIT	4,361.0	4,353.6	–.2	1,614.5	2.1	77,637,418	43.6	34,185	48,088	37,800,187	43.9	16,608	23,413	1.8924	1.8062
Lapeer	74.2	77.6	4.6	24.7	6.5	1,159,387	49.8	33,369	46,939	317,983	41.8	9,663	12,874	.0248	.0245
Livingston	110.0	118.7	7.9	38.8	10.5	2,122,073	58.7	38,092	54,693	532,456	49.4	10,154	13,723	.0407	.0421
Macomb	699.6	701.0	.2	250.6	2.5	10,299,300	28.0	32,922	41,099	6,613,615	36.9	19,751	26,391	.3058	.2723
Monroe	135.5	135.8	.2	46.2	2.2	2,959,958	61.6	40,522	64,068	786,246	53.4	11,340	17,018	.0549	.0570
Oakland	1,029.1	1,042.2	1.3	394.1	3.7	25,702,270	55.8	43,384	65,218	12,855,963	51.6	22,308	32,621	.5623	.5713
St. Clair	141.2	143.1	1.3	51.2	3.9	2,604,756	60.3	32,956	50,874	941,972	53.9	12,412	18,398	.0540	.0557
Wayne	2,171.4	2,135.2	–1.7	808.9	.6	32,789,674	36.9	29,791	40,536	15,751,952	40.0	13,992	19,473	.8499	.7833
DETROIT - ANN ARBOR CONSOLIDATED AREA	*4,632.7*	*4,630.4*	*.0*	*1,717.4*	*2.2*	*83,187,333*	*44.3*	*34,322*	*48,438*	*40,507,585*	*44.4*	*16,699*	*23,587*	*2.0176*	*1.9326*
FLINT	440.0	427.5	–2.8	157.6	–.6	6,136,076	27.8	30,297	38,934	3,738,077	34.7	17,513	23,719	.1819	.1602
Genesee	440.0	427.5	–2.8	157.6	–.6	6,136,076	27.8	30,297	38,934	3,738,077	34.7	17,513	23,719	.1819	.1602
GRAND RAPIDS	633.1	659.8	4.2	241.4	6.7	12,856,519	65.1	34,432	53,258	6,285,446	57.9	17,593	26,037	.2773	.2946
Kent	464.0	480.6	3.6	180.5	6.1	9,182,030	62.7	33,179	50,870	4,988,588	56.7	18,711	27,638	.2079	.2183
Ottawa	169.1	179.2	6.0	60.9	8.6	3,674,489	71.3	38,232	60,336	1,296,858	62.8	14,203	21,295	.0694	.0763
JACKSON	148.0	144.0	–2.7	50.8	–1.0	2,691,829	54.1	34,060	52,989	1,082,665	47.4	14,320	21,312	.0593	.0586
Jackson	148.0	144.0	–2.7	50.8	–1.0	2,691,829	54.1	34,060	52,989	1,082,665	47.4	14,320	21,312	.0593	.0586
KALAMAZOO	216.9	220.4	1.6	83.1	4.1	4,476,654	61.1	34,814	53,871	2,230,623	54.5	18,087	26,843	.0987	.1026
Kalamazoo	216.9	220.4	1.6	83.1	4.1	4,476,654	61.1	34,814	53,871	2,230,623	54.5	18,087	26,843	.0987	.1026
LANSING - EAST LANSING	427.8	432.6	1.1	155.9	3.5	8,036,523	54.8	34,469	51,549	3,910,826	51.1	17,187	25,085	.1838	.1856
Clinton	56.8	57.1	.5	19.0	2.7	939,182	48.7	34,137	49,431	305,737	47.4	11,214	16,091	.0204	.0200
Eaton	94.9	100.2	5.6	36.5	8.3	1,620,460	46.9	32,737	44,396	870,048	50.5	17,155	23,837	.0401	.0396
Ingham	276.1	275.3	–.3	100.4	2.0	5,476,881	58.5	35,125	54,551	2,735,041	51.7	18,321	27,241	.1233	.1260
MUSKEGON	155.8	154.1	–1.1	56.4	.9	2,603,337	56.0	29,858	46,158	1,104,565	49.7	13,203	19,584	.0586	.0589
Muskegon	155.8	154.1	–1.1	56.4	.9	2,603,337	56.0	29,858	46,158	1,104,565	49.7	13,203	19,584	.0586	.0589
SAGINAW - BAY CITY - MIDLAND	416.9	410.5	–1.5	147.0	.8	6,282,143	39.7	30,852	42,736	3,543,077	40.2	17,333	24,103	.1691	.1577
Bay	116.2	112.1	–3.5	41.0	–1.2	1,528,025	30.4	28,227	37,269	792,665	35.5	14,094	19,333	.0430	.0384
Midland	76.2	78.3	2.8	28.1	5.6	1,678,351	64.0	38,462	59,728	565,310	57.1	13,531	20,118	.0324	.0341
Saginaw	224.5	220.1	–2.0	77.9	.3	3,075,767	33.5	29,648	39,484	2,185,102	38.1	20,364	28,050	.0937	.0852
TOTAL METRO COUNTIES	7,375.3	7,374.3	.0	2,721.2	2.3	131,435,444	46.8	33,659	48,301	64,612,041	45.7	16,673	23,744	3.1651	3.0669
TOTAL STATE	9,211.9	9,253.5	.5	3,402.5	2.7	157,676,317	47.4	32,286	46,341	75,684,097	45.6	15,688	22,244	3.7921	3.6851
MINNESOTA															
DULUTH	258.3	249.4	–3.4	96.7	–1.2	3,866,323	39.4	28,322	39,983	2,054,670	38.3	15,176	21,248	.1028	.0950
St. Louis	214.9	207.3	–3.5	80.1	–1.4	3,180,971	37.5	28,491	39,712	1,778,455	38.9	15,767	22,203	.0866	.0796
Douglas, Wisc.	*43.4*	*42.1*	*–3.0*	*16.6*	*–.6*	*685,352*	*49.2*	*27,505*	*41,286*	*276,215*	*34.4*	*12,302*	*16,639*	*.0162*	*.0154*
FARGO - MOORHEAD	148.2	156.6	5.7	58.5	7.9	2,683,990	49.7	33,089	45,880	1,527,079	46.9	19,180	26,104	.0666	.0661
Clay	49.4	49.2	–.4	17.4	1.8	679,884	38.4	28,718	39,074	370,249	41.6	15,290	21,279	.0185	.0172
Cass, N. D.	*98.8*	*107.4*	*8.7*	*41.1*	*10.8*	*2,004,106*	*53.9*	*35,103*	*48,762*	*1,156,830*	*48.7*	*20,973*	*28,147*	*.0481*	*.0489*
MINNEAPOLIS - ST. PAUL	2,254.5	2,357.5	4.6	899.3	6.6	50,056,445	57.7	37,623	55,662	24,863,161	53.5	19,200	27,647	1.1019	1.1362
Anoka	217.3	235.9	8.6	78.3	11.2	4,374,719	62.8	38,163	55,871	1,676,909	60.5	14,843	21,416	.0885	.0945
Carver	41.1	44.7	8.8	15.3	10.9	854,566	64.1	37,736	55,854	217,696	60.9	9,807	14,228	.0156	.0168
Chisago	29.8	33.4	12.1	10.9	11.2	422,458	49.8	28,780	38,758	178,375	54.0	11,817	16,365	.0100	.0102
Dakota	224.0	250.7	11.9	88.5	14.6	5,380,488	69.9	41,011	60,796	2,228,740	66.5	17,344	25,184	.1039	.1156
Hennepin	961.3	978.5	1.8	405.7	4.2	22,638,199	54.3	37,698	55,800	12,482,061	51.2	21,206	30,767	.5193	.5247
Isanti	26.5	29.0	9.4	9.8	11.4	400,271	57.5	28,878	40,844	107,278	50.1	8,121	10,947	.0082	.0086
Ramsey	462.6	464.6	.4	184.9	2.8	9,974,414	53.1	36,241	53,945	5,994,575	49.6	22,283	32,421	.2408	.2409
Scott	50.5	56.6	12.1	18.5	14.9	889,669	57.5	35,087	48,090	346,868	60.5	13,425	18,750	.0190	.0200
Washington	128.0	140.6	9.8	46.5	12.3	3,275,037	71.8	46,043	70,431	923,167	65.7	13,457	19,853	.0566	.0631
Wright	66.5	73.4	10.4	23.6	11.8	983,278	54.4	30,172	41,664	415,829	54.3	12,775	17,620	.0226	.0234
St. Croix, Wisc.	*46.9*	*50.1*	*6.8*	*17.3*	*8.8*	*863,346*	*63.0*	*33,312*	*49,904*	*291,663*	*56.8*	*11,701*	*16,859*	*.0174*	*.0184*
ROCHESTER	96.6	100.5	4.0	38.0	6.7	1,982,893	56.9	35,509	52,181	1,244,529	54.3	22,656	32,751	.0480	.0494
Olmsted	96.6	100.5	4.0	38.0	6.7	1,982,893	56.9	35,509	52,181	1,244,529	54.3	22,656	32,751	.0480	.0494
ST. CLOUD	177.2	188.4	6.3	60.4	8.6	2,614,224	56.8	29,992	43,282	2,146,661	53.6	25,137	35,541	.0747	.0767
Benton	27.4	29.0	5.8	10.1	8.6	441,909	61.4	29,438	43,753	139,656	53.9	9,760	13,827	.0092	.0096
Sherburne	35.3	40.1	13.6	12.3	13.9	567,355	63.6	32,108	46,126	174,212	62.8	9,909	14,164	.0115	.0124
Stearns	114.5	119.3	4.2	38.0	7.0	1,604,960	53.3	29,493	42,236	1,832,793	52.8	33,798	48,231	.0540	.0547
TOTAL METRO COUNTIES	2,745.7	2,852.8	3.9	1,077.9	6.0	57,651,071	56.0	36,321	53,485	30,111,392	52.4	19,423	27,935	1.3123	1.3407
TOTAL STATE	4,224.3	4,343.8	2.8	1,625.7	4.9	76,009,395	51.6	32,361	46,755	40,745,057	49.6	17,580	25,063	1.8319	1.8286
MISSISSIPPI															
BILOXI - GULFPORT	198.7	212.8	7.1	77.6	10.1	3,023,630	64.5	26,074	38,964	1,650,680	57.6	14,856	21,272	.0719	.0763
Hancock	29.5	33.9	14.9	12.3	18.3	394,869	63.6	23,210	32,103	178,624	58.8	10,817	14,522	.0093	.0099
Harrison	169.2	178.9	5.7	65.3	8.7	2,628,761	64.6	26,569	40,257	1,472,056	57.5	15,555	22,543	.0626	.0664
JACKSON	394.3	421.6	6.9	152.4	9.5	6,652,421	66.1	28,770	43,651	3,371,654	57.0	15,433	22,124	.1502	.1605
Hinds	267.7	281.2	5.0	104.6	7.7	4,565,041	63.4	28,778	43,643	2,851,359	58.2	18,558	27,260	.1108	.1172

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/85 Total Pop. (Thous.)	12/31/90 Total Pop. (Thous.)	% Change 1985–1990	12/31/90 Total Households (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
MISSISSIPPI (Jackson, cont.)															
Madison	47.7	53.3	11.7	17.8	14.8	649,498	73.4	24,159	36,489	191,813	52.7	8,102	10,776	.0133	.0147
Rankin	78.9	87.1	10.4	30.0	12.8	1,437,882	72.0	31,428	47,929	328,482	48.9	8,294	10,949	.0261	.0286
PASCAGOULA	125.4	130.6	4.1	45.4	6.6	2,065,427	62.9	29,764	45,494	892,294	57.2	13,327	19,654	.0452	.0476
Jackson	125.4	130.6	4.1	45.4	6.6	2,065,427	62.9	29,764	45,494	892,294	57.2	13,327	19,654	.0452	.0476
TOTAL METRO COUNTIES	779.3	832.0	6.8	297.7	9.4	12,674,690	65.1	28,197	42,575	6,192,905	57.3	14,465	20,803	.2862	.3047
TOTAL STATE	2,647.3	2,744.8	3.7	972.6	6.2	33,035,077	56.2	23,110	33,966	17,529,045	58.9	12,690	18,023	.8474	.8597
MISSOURI															
COLUMBIA	108.8	116.6	7.2	42.0	7.7	2,118,357	59.3	34,104	50,437	881,210	56.2	14,467	20,981	.0449	.0469
Boone	108.8	116.6	7.2	42.0	7.7	2,118,357	59.3	34,104	50,437	881,210	56.2	14,467	20,981	.0449	.0469
JOPLIN	134.3	139.0	3.5	51.3	2.0	1,903,885	47.8	25,601	37,113	1,206,432	45.7	16,456	23,517	.0519	.0509
Jasper	90.0	91.7	1.9	34.2	.0	1,282,701	45.2	25,822	37,506	907,294	43.7	18,459	26,529	.0369	.0355
Newton	44.3	47.3	6.8	17.1	6.2	621,184	53.5	25,132	36,327	299,138	52.3	12,202	17,493	.0150	.0154
KANSAS CITY	1,497.5	1,546.8	3.3	586.4	4.5	29,798,170	50.3	35,332	50,815	15,676,829	49.4	18,698	26,734	.7040	.7000
Cass	56.0	59.9	7.0	20.2	5.8	813,837	40.5	30,331	40,289	329,653	45.5	11,862	16,319	.0198	.0190
Clay	141.7	145.2	2.5	55.1	4.8	2,778,056	50.0	35,204	50,418	1,846,349	49.5	23,480	33,509	.0714	.0709
Jackson	632.4	630.6	–.3	247.1	.6	11,853,578	47.1	32,806	47,971	7,536,145	45.1	21,150	30,498	.3081	.2984
Lafayette	31.3	32.5	3.8	11.6	1.8	416,712	37.1	26,666	35,923	157,531	40.9	9,805	13,580	.0104	.0097
Platte	52.5	57.9	10.3	20.7	10.7	792,762	33.2	31,835	38,298	244,164	45.4	8,979	11,795	.0185	.0174
Ray	22.9	24.1	5.2	8.3	3.8	247,697	23.6	25,044	29,843	93,675	35.7	8,628	11,286	.0070	.0062
Johnson, Kans.	*307.6*	*341.5*	*11.0*	*131.0*	*13.7*	*8,713,715*	*62.3*	*46,608*	*66,517*	*3,886,109*	*62.0*	*20,823*	*29,665*	*.1730*	*.1860*
Leavenworth, Kans.	*58.4*	*60.8*	*4.1*	*19.4*	*5.4*	*944,173*	*47.3*	*34,830*	*48,669*	*302,346*	*48.6*	*11,054*	*15,585*	*.0207*	*.0204*
Miami, Kans.	*22.8*	*23.8*	*4.4*	*8.7*	*6.1*	*354,333*	*41.4*	*30,553*	*40,728*	*123,691*	*46.2*	*10,317*	*14,217*	*.0081*	*.0078*
Wyandotte, Kans.	*171.9*	*170.5*	*–.8*	*64.3*	*.3*	*2,883,307*	*45.4*	*30,942*	*44,841*	*1,157,166*	*44.0*	*12,536*	*17,996*	*.0670*	*.0642*
ST. JOSEPH	86.7	85.2	–1.7	31.1	–3.1	1,325,099	41.8	29,102	42,608	808,295	39.8	18,012	25,990	.0364	.0341
Buchanan	86.7	85.2	–1.7	31.1	–3.1	1,325,099	41.8	29,102	42,608	808,295	39.8	18,012	25,990	.0364	.0341
ST. LOUIS	2,416.7	2,437.9	.9	892.7	2.2	43,477,345	46.1	34,054	48,703	22,336,994	45.1	17,622	25,022	1.0627	1.0280
Franklin	77.9	82.5	5.9	26.9	4.3	963,927	38.1	27,050	35,834	604,683	43.3	16,361	22,479	.0279	.0266
Jefferson	164.4	179.5	9.2	57.5	8.7	2,637,471	55.5	32,068	45,869	862,042	55.0	10,512	14,992	.0559	.0577
St. Charles	168.8	190.5	12.9	63.4	14.9	3,486,764	66.3	37,994	54,996	1,336,426	62.8	14,868	21,079	.0690	.0755
St. Louis	984.6	986.2	.2	362.4	2.1	22,190,891	49.4	41,840	61,233	11,574,415	47.3	22,139	31,938	.5159	.5070
St. Louis city	430.4	407.6	–5.3	163.1	–4.6	6,173,411	40.2	25,766	37,850	3,743,242	37.9	15,879	22,951	.1726	.1590
Clinton, Ill.	*34.5*	*36.1*	*4.6*	*12.9*	*8.4*	*526,463*	*51.5*	*29,207*	*40,811*	*198,587*	*52.8*	*10,935*	*15,418*	*.0119*	*.0119*
Jersey, Ill.	*21.2*	*21.8*	*2.8*	*7.3*	*1.4*	*254,155*	*27.5*	*27,691*	*34,816*	*91,415*	*33.5*	*9,508*	*12,523*	*.0069*	*.0060*
Madison, Ill.	*248.0*	*248.3*	*.1*	*95.2*	*2.5*	*3,185,263*	*25.2*	*27,382*	*33,459*	*1,919,563*	*35.6*	*15,240*	*20,163*	*.0964*	*.0849*
Monroe, Ill.	*21.1*	*21.9*	*3.8*	*8.0*	*6.7*	*279,784*	*28.9*	*28,942*	*34,973*	*115,553*	*40.4*	*10,973*	*14,444*	*.0073*	*.0067*
St. Clair, Ill.	*265.8*	*263.5*	*–.9*	*96.0*	*1.6*	*3,779,216*	*39.9*	*28,578*	*39,367*	*1,890,768*	*42.2*	*14,068*	*19,696*	*.0989*	*.0927*
SPRINGFIELD	224.1	237.4	5.9	89.6	6.5	3,717,683	54.2	28,664	41,492	2,292,711	52.6	17,866	25,588	.0939	.0956
Christian	26.5	30.1	13.6	10.3	12.0	376,545	59.4	25,678	36,558	162,033	59.3	11,056	15,731	.0086	.0091
Greene	197.6	207.3	4.9	79.3	5.9	3,341,138	53.7	29,031	42,133	2,130,678	52.1	18,703	26,869	.0853	.0865
TOTAL METRO COUNTIES	3,316.8	3,374.7	1.7	1,250.3	2.4	61,420,130	48.7	33,831	49,124	33,516,973	46.7	18,718	26,807	1.5036	1.4749
TOTAL STATE	5,093.[illegible]	5,212.4	2.3	1,907.1	2.5	82,703,250	46.8	30,278	43,366	44,940,306	46.1	16,535	23,565	2.0902	2.0367
MONTANA															
BILLINGS	122.5	135.6	10.7	55.0	13.4	2,237,559	63.9	28,147	40,683	1,413,353	48.7	19,601	25,697	.0550	.0575
Yellowstone	122.5	135.6	10.7	55.0	13.4	2,237,559	63.9	28,147	40,683	1,413,353	48.7	19,601	25,697	.0550	.0575
GREAT FALLS	80.7	80.6	–.1	32.2	1.6	1,225,562	45.8	26,509	38,061	626,234	29.6	15,242	19,448	.0321	.0299
Cascade	80.7	80.6	–.1	32.2	1.6	1,225,562	45.8	26,509	38,061	626,234	29.6	15,242	19,448	.0321	.0299
TOTAL METRO COUNTIES	203.2	216.2	6.4	87.2	8.7	3,463,121	57.0	27,499	39,715	2,039,587	42.3	17,878	23,290	.0871	.0874
TOTAL STATE	836.7	881.6	5.4	345.5	7.4	12,366,545	53.0	25,134	35,793	6,721,552	42.8	14,636	19,455	.3150	.3127
NEBRASKA															
LINCOLN	206.4	217.0	5.1	86.0	7.9	4,721,107	63.0	36,330	54,897	1,711,757	53.1	14,033	19,904	.0928	.0976
Lancaster	206.4	217.0	5.1	86.0	7.9	4,721,107	63.0	36,330	54,897	1,711,757	53.1	14,033	19,904	.0928	.0976
OMAHA	612.4	634.9	3.7	242.1	6.0	12,946,335	59.3	35,607	53,475	5,914,812	54.1	16,808	24,431	.2785	.2883
Douglas	412.8	425.2	3.0	167.4	5.5	9,203,825	58.7	36,534	54,981	4,482,427	54.3	18,301	26,777	.2002	.2069
Sarpy	96.3	105.8	9.9	34.7	12.7	1,986,179	67.5	38,491	57,239	509,542	61.6	10,240	14,684	.0359	.0392
Washington	15.7	15.9	1.3	5.9	3.5	239,298	38.1	30,403	40,559	63,907	29.2	8,676	10,832	.0055	.0050
Pottawattamie, Iowa	*87.6*	*88.0*	*.5*	*34.1*	*3.0*	*1,517,033*	*56.0*	*29,274*	*44,488*	*858,936*	*51.2*	*17,160*	*25,189*	*.0369*	*.0372*
TOTAL METRO COUNTIES	749.3	783.3	4.5	301.0	7.8	16,408,165	60.3	36,366	54,512	6,861,059	54.1	15,823	22,794	.3405	.3547
TOTAL STATE	1,622.4	1,663.0	2.5	636.7	4.6	27,655,244	49.3	30,430	43,435	13,281,709	47.6	14,779	20,860	.6590	.6497
NEVADA															
LAS VEGAS	554.2	635.3	14.6	262.5	17.4	11,228,603	70.4	29,475	42,776	6,845,896	66.9	18,346	26,080	.2519	.2816
Clark	554.2	635.3	14.6	262.5	17.4	11,228,603	70.4	29,475	42,776	6,845,896	66.9	18,346	26,080	.2519	.2816
RENO	217.4	238.7	9.8	104.2	12.6	4,805,896	63.6	31,749	46,122	3,236,788	61.9	21,613	31,063	.1136	.1221
Washoe	217.4	238.7	9.8	104.2	12.6	4,805,896	63.6	31,749	46,122	3,236,788	61.9	21,613	31,063	.1136	.1221
TOTAL METRO COUNTIES	771.6	874.0	13.3	366.7	16.[illegible]	16,034,499	68.3	30,140	43,726	10,082,684	65.3	19,302	27,496	.3655	.4037
TOTAL STATE	940.9	1,065.4	13.2	443.3	15.7	19,122,683	67.6	29,783	43,137	11,848,298	64.6	18,791	26,727	.4367	.4808

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION 12/31/85 Total Pop (Thous.)	POPULATION 12/31/90 Total Pop. (Thous.)	POPULATION % Change 1985–1990	POPULATION 12/31/90 Total Households (Thous.)	POPULATION % Change 1985–1990	EFFECTIVE BUYING INCOME 1990 Total EBI ($000)	EFFECTIVE BUYING INCOME % Change 1985–1990	EFFECTIVE BUYING INCOME Average Household EBI 1985	EFFECTIVE BUYING INCOME Average Household EBI 1990	RETAIL SALES 1990 Total Retail Sales ($000)	RETAIL SALES % Change 1985–1990	RETAIL SALES Retail Sales Per Household 1985	RETAIL SALES Retail Sales Per Household 1990	BUYING POWER INDEX 1985	BUYING POWER INDEX 1990
NEW HAMPSHIRE															
MANCHESTER - NASHUA	**301.9**	**323.7**	**7.2**	**121.0**	**9.9**	**6,621,536**	**58.0**	**38,057**	**54,723**	**3,940,675**	**57.2**	**22,775**	**32,568**	**.1539**	**.1606**
Hillsborough	301.9	323.7	7.2	121.0	9.9	6,621,536	58.0	38,057	54,723	3,940,675	57.2	22,775	32,568	.1539	.1606
PORTSMOUTH - DOVER - ROCHESTER	**310.5**	**340.8**	**9.8**	**126.3**	**12.5**	**6,593,862**	**61.1**	**36,440**	**52,208**	**3,678,035**	**61.0**	**20,347**	**29,121**	**.1480**	**.1578**
Rockingham	219.0	244.1	11.5	90.9	14.2	4,954,240	63.7	38,030	54,502	2,880,204	63.0	22,195	31,685	.1103	.1194
Strafford	91.5	96.7	5.7	35.4	8.3	1,639,622	54.0	32,570	46,31[illegible]	797,832	54.0	15,848	22,538	.0377	.0384
TOTAL METRO COUNTIES	**612.4**	**664.5**	**8.5**	**247.3**	**11.2**	**13,215,398**	**59.6**	**37,240**	**53,43[illegible]**	**7,618,711**	**59.0**	**21,549**	**30,808**	**.3019**	**.3184**
TOTAL STATE	**1,000.7**	**1,068.7**	**6.8**	**403.2**	**9.5**	**19,543,199**	**55.6**	**34,101**	**48,470**	**11,893,632**	**55.8**	**20,736**	**29,498**	**.4714**	**.4866**
NEW JERSEY															
ATLANTIC CITY	**305.1**	**329.0**	**7.8**	**131.5**	**10.7**	**5,222,197**	**47.5**	**29,792**	**39,713**	**3,453,735**	**51.7**	**19,160**	**26,264**	**.1375**	**.1375**
Atlantic	209.6	222.4	6.1	86.7	8.8	3,514,202	45.0	30,409	40,533	2,295,867	49.9	19,216	26,481	.0937	.0922
Cape May	95.5	106.6	11.6	44.8	14.6	1,707,995	53.1	28,535	38,125	1,157,888	55.5	19,046	25,846	.0438	.0453
BERGEN - PASSAIC	**1,293.4**	**1,292.2**	**–.1**	**487.2**	**2.2**	**29,814,733**	**43.9**	**43,449**	**61,196**	**14,578,935**	**44.6**	**21,147**	**29,924**	**.6939**	**.6645**
Bergen	842.1	838.9	–.4	321.7	1.9	21,651,451	44.1	47,622	67,303	10,326,949	44.5	22,642	32,101	.4919	.4709
Passaic	451.3	453.3	.4	165.5	2.7	8,163,282	43.7	35,274	49,325	4,251,986	44.9	18,216	25,692	.2020	.1936
JERSEY CITY	**552.9**	**548.6**	**–.8**	**215.9**	**1.5**	**8,652,263**	**40.7**	**28,912**	**40,075**	**3,713,858**	**42.5**	**12,249**	**17,202**	**.2118**	**.1991**
Hudson	552.9	548.6	–.8	215.9	1.5	8,652,263	40.7	28,912	40,075	3,713,858	42.5	12,249	17,202	.2118	.1991
MIDDLESEX - SOMERSET - HUNTERDON	**934.3**	**974.1**	**4.3**	**348.7**	**6.8**	**21,376,009**	**49.3**	**43,853**	**61,302**	**9,619,942**	**50.0**	**19,627**	**27,588**	**.4711**	**.4682**
Hunterdon	99.6	109.8	10.2	38.3	13.0	2,564,552	60.0	47,274	66,960	937,511	55.3	17,808	24,478	.0499	.0526

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/85 Total Pop. (Thous.)	12/31/90 Total Pop. (Thous.)	% Change 1985–1990	12/31/90 Total Households (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
NEW JERSEY (Middlesex, cont.)															
Middlesex	619.3	638.5	3.1	229.2	5.6	13,339,891	47.3	41,739	58,202	6,036,588	48.8	18,700	26,338	.3004	.2950
Somerset	215.4	225.8	4.8	81.2	7.4	5,471,566	49.6	48,386	67,384	2,645,843	51.2	23,150	32,584	.1208	.1206
MONMOUTH - OCEAN	**946.2**	**1,028.3**	**8.7**	**394.7**	**11.5**	**21,911,537**	**57.9**	**39,186**	**55,514**	**9,460,110**	**57.8**	**16,934**	**23,968**	**.4553**	**.4767**
Monmouth	542.9	576.3	6.2	211.3	8.7	12,980,154	54.2	43,294	61,430	5,591,000	54.4	18,627	26,460	.2732	.2796
Ocean	403.3	452.0	12.1	183.4	14.8	8,931,383	63.6	34,186	48,699	3,869,110	62.9	14,875	21,097	.1821	.1971
NEWARK	**1,880.9**	**1,881.1**	**.0**	**692.2**	**2.3**	**40,456,190**	**44.6**	**41,327**	**58,446**	**16,211,049**	**44.5**	**16,574**	**23,420**	**.8970**	**.8605**
Essex	830.5	811.8	−2.3	303.8	.0	15,022,773	40.0	35,311	49,450	6,691,403	41.1	15,606	22,026	.3624	.3382
Morris	426.0	441.8	3.7	154.9	6.1	11,599,906	51.2	52,541	74,886	4,569,907	51.0	20,722	29,502	.2375	.2378
Sussex	126.8	136.2	7.4	47.0	10.3	2,838,394	56.8	42,503	60,391	739,432	49.1	11,638	15,733	.0535	.0549
Union	497.6	491.3	−1.3	186.5	1.1	10,995,117	41.6	42,087	58,955	4,210,307	42.4	16,027	22,575	.2436	.2296
TRENTON	**312.9**	**316.3**	**1.1**	**115.6**	**3.5**	**6,532,865**	**45.9**	**40,086**	**56,513**	**3,022,110**	**46.5**	**18,462**	**26,143**	**.1502**	**.1457**
Mercer	312.9	316.3	1.1	115.6	3.5	6,532,865	45.9	40,086	56,513	3,022,110	46.5	18,462	26,143	.1502	.1457
VINELAND - MILLVILLE - BRIDGETON	**138.4**	**142.1**	**2.7**	**50.0**	**5.3**	**2,031,423**	**44.9**	**29,524**	**40,628**	**1,038,964**	**43.1**	**15,286**	**20,779**	**.0523**	**.0501**
Cumberland	138.4	142.1	2.7	50.0	5.3	2,031,423	44.9	29,524	40,628	1,038,964	43.1	15,286	20,779	.0523	.0501
TOTAL METRO COUNTIES	**7,618.9**	**7,826.5**	**2.7**	**2,906.2**	**5.2**	**159,952,974**	**47.5**	**39,251**	**55,039**	**71,703,018**	**47.8**	**17,560**	**24,672**	**3.6129**	**3.5422**
TOTAL STATE	**7,618.9**	**7,826.5**	**2.7**	**2,906.2**	**5.2**	**159,952,974**	**47.5**	**39,251**	**55,039**	**71,703,018**	**47.8**	**17,560**	**24,672**	**3.6129**	**3.5422**
NEW MEXICO															
ALBUQUERQUE	**470.2**	**515.1**	**9.5**	**200.1**	**12.2**	**7,869,168**	**55.5**	**28,376**	**39,326**	**4,383,857**	**53.7**	**15,992**	**21,908**	**.1907**	**.1968**
Bernalillo	470.2	515.1	9.5	200.1	12.2	7,869,168	55.5	28,376	39,326	4,383,857	53.7	15,992	21,908	.1907	.1968
LAS CRUCES	**115.9**	**134.0**	**15.6**	**46.8**	**18.8**	**1,501,290**	**60.1**	**23,794**	**32,079**	**898,626**	**62.8**	**14,006**	**19,201**	**.0382**	**.0412**
Dona Ana	115.9	134.0	15.6	46.8	18.8	1,501,290	60.1	23,794	32,079	898,626	62.8	14,006	19,201	.0382	.0412
SANTA FE	**103.8**	**114.1**	**9.9**	**44.0**	**12.2**	**2,228,503**	**65.6**	**34,336**	**50,648**	**1,085,378**	**62.3**	**17,063**	**24,668**	**.0471**	**.0509**
Los Alamo	19.0	20.3	6.8	7.6	7.0	593,898	64.0	51,018	78,144	94,129	48.7	8,913	12,385	.0094	.0100
Santa Fe	84.8	93.8	10.6	36.4	13.4	1,634,605	66.2	30,647	44,907	991,249	63.7	18,865	27,232	.0377	.0409
TOTAL METRO COUNTIES	**689.9**	**763.2**	**10.6**	**290.9**	**13.2**	**11,598,961**	**58.0**	**28,583**	**39,873**	**6,367,861**	**56.4**	**15,851**	**21,890**	**.2760**	**.2889**
TOTAL STATE	**1,475.7**	**1,629.3**	**10.4**	**590.6**	**12.7**	**21,697,353**	**56.8**	**26,403**	**36,738**	**12,592,829**	**55.1**	**15,492**	**21,322**	**.5443**	**.5665**
NEW YORK															
ALBANY - SCHENECTADY - TROY	**861.3**	**883.1**	**2.5**	**336.4**	**4.9**	**15,026,460**	**42.7**	**32,824**	**44,668**	**7,216,928**	**44.4**	**15,579**	**21,453**	**.3669**	**.3513**
Albany	290.2	294.0	1.3	115.7	3.7	5,401,393	41.4	34,229	46,684	3,374,751	44.5	20,934	29,168	.1426	.1357
Greene	42.5	43.8	3.1	17.1	6.2	560,926	35.0	25,812	32,803	290,652	41.6	12,745	16,997	.0154	.0143
Montgomery	54.0	54.4	.7	20.9	2.5	801,927	39.8	28,116	38,370	358,999	42.8	12,325	17,177	.0200	.0190
Rensselaer	156.3	160.0	2.4	58.4	4.8	2,541,870	43.6	31,770	43,525	842,567	46.4	10,332	14,428	.0570	.0548
Saratoga	168.3	180.7	7.4	64.6	9.8	3,151,516	50.9	35,403	48,635	1,018,137	47.3	11,717	15,712	.0661	.0661
Schenectady	150.0	150.2	.1	59.5	2.6	2,568,828	37.9	32,109	43,174	1,331,822	42.0	16,176	22,384	.0658	.0614
BINGHAMTON	**269.5**	**274.7**	**1.9**	**102.8**	**4.0**	**4,478,317**	**41.1**	**32,113**	**43,563**	**2,049,700**	**42.9**	**14,519**	**19,939**	**.1098**	**.1041**
Broome	215.9	217.8	.9	82.7	3.1	3,544,847	39.5	31,675	42,864	1,840,439	43.1	16,033	22,254	.0909	.0856
Tioga	53.6	56.9	6.2	20.1	8.1	933,470	47.6	34,002	46,441	209,261	40.8	7,990	10,411	.0189	.0185
BUFFALO	**982.7**	**953.6**	**−3.0**	**361.3**	**.1**	**14,248,894**	**27.9**	**30,866**	**39,438**	**6,918,876**	**34.6**	**14,240**	**19,150**	**.3911**	**.3434**
Erie	982.7	953.6	−3.0	361.3	.1	14,248,894	27.9	30,866	39,438	6,918,876	34.6	14,240	19,150	.3911	.3434
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	***1,201.3***	***1,164.3***	***−3.1***	***440.4***	***−.2***	***17,416,325***	***27.8***	***30,884***	***39,547***	***8,228,590***	***34.3***	***13,895***	***18,684***	***.4748***	***.4164***
ELMIRA	**95.7**	**93.3**	**−2.5**	**34.4**	**−.3**	**1,243,002**	**29.0**	**27,934**	**36,134**	**707,328**	**35.5**	**15,136**	**20,562**	**.0364**	**.0321**
Chemung	95.7	93.3	−2.5	34.4	−.3	1,243,002	29.0	27,934	36,134	707,328	35.5	15,136	20,562	.0364	.0321
GLENS FALLS	**114.7**	**119.1**	**3.8**	**42.3**	**5.8**	**1,702,267**	**44.3**	**29,495**	**40,243**	**986,975**	**46.2**	**16,876**	**23,333**	**.0450**	**.0438**
Warren	56.6	58.0	2.5	21.2	3.9	856,168	41.4	29,669	40,385	700,946	44.6	23,760	33,063	.0259	.0249
Washington	58.1	61.1	5.2	21.1	7.7	846,099	47.4	29,289	40,099	286,029	50.3	9,711	13,556	.0191	.0189
NASSAU - SUFFOLK	**2,701.0**	**2,787.2**	**3.2**	**922.4**	**5.6**	**62,349,549**	**47.2**	**48,492**	**67,595**	**28,818,901**	**48.4**	**22,233**	**31,243**	**1.3985**	**1.3724**
Nassau	1,337.4	1,353.6	1.2	461.1	3.6	34,167,140	45.2	52,869	74,099	16,737,355	46.2	25,708	36,299	.7775	.7520
Suffolk	1,363.6	1,433.6	5.1	461.3	7.7	28,182,409	49.7	43,944	61,093	12,081,546	51.4	18,623	26,190	.6210	.6204

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/85 Total Pop. (Thous.)	12/31/90 Total Pop. (Thous.)	% Change 1985–1990	12/31/90 Total Households (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
NEW YORK (cont.)															
NEW YORK	**8,431.8**	**8,570.2**	**1.6**	**3,479.8**	**3.9**	**153,680,189**	**41.5**	**32,428**	**44,164**	**59,970,524**	**44.9**	**12,356**	**17,234**	**3.5298**	**3.3581**
Bronx	1,120.4	1,078.4	–3.7	415.0	–1.6	11,757,693	23.2	22,636	28,332	3,139,508	24.3	5,992	7,565	.3179	.2696
Kings	2,231.3	2,229.6	–.1	878.7	2.2	30,207,851	37.7	25,531	34,378	9,605,892	41.6	7,895	10,932	.7230	.6718
New York (Manhattan)	1,485.6	1,537.9	3.5	795.7	6.0	38,778,299	46.1	35,345	48,735	23,503,499	48.5	21,088	29,538	.9375	.9183
Putnam	85.9	93.7	9.1	31.6	11.7	1,911,437	53.6	43,975	60,489	464,759	46.4	11,218	14,708	.0362	.0[illegible]7
Queens	1,968.2	2,034.9	3.4	789.0	5.0	34,994,726	42.0	32,805	44,353	9,739,554	45.7	8,897	12,344	.7474	[illegible]
Richmond	395.8	434.3	9.7	148.8	12.5	8,377,194	55.9	40,626	56,298	2,083,498	53.4	10,265	14,002	.1579	.1633
Rockland	275.6	290.1	5.3	93.1	7.9	6,451,141	50.5	49,668	69,293	2,139,845	52.0	16,315	22,984	.1298	.1301
Westchester	869.0	871.3	.3	327.9	2.6	21,201,848	40.9	47,085	64,659	9,293,969	43.5	20,275	28,344	.4801	.4533
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	*17,839.9*	*18,210.4*	*2.1*	*6,944.4*	*4.4*	*364,631,601*	*44.7*	*37,869*	*52,507*	*154,471,067*	*46.7*	*15,825*	*22,244*	*8.2459*	*7.9751*
NIAGARA FALLS	**218.6**	**210.7**	**–3.6**	**79.1**	**–1.2**	**3,167,431**	**27.7**	**30,965**	**40,043**	**1,309,714**	**32.5**	**12,341**	**16,558**	**.0837**	**.0730**
Niagara	218.6	210.7	–3.6	79.1	–1.2	3,167,431	27.7	30,965	40,043	1,309,714	32.5	12,341	16,558	.0837	.0730
ORANGE COUNTY	**279.2**	**296.6**	**6.2**	**99.8**	**8.4**	**4,637,793**	**46.9**	**34,268**	**46,471**	**2,396,326**	**50.6**	**17,281**	**24,011**	**.1137**	**.1129**
Orange	279.2	296.6	6.2	99.8	8.4	4,637,793	46.9	34,268	46,471	2,396,326	50.6	17,281	24,011	.1137	.1129
POUGHKEEPSIE	**258.8**	**268.8**	**3.9**	**93.4**	**6.6**	**4,877,169**	**45.4**	**38,302**	**52,218**	**2,081,904**	**48.5**	**16,001**	**22,290**	**.1115**	**.1089**
Dutchess	258.8	268.8	3.9	93.4	6.6	4,877,169	45.4	38,302	52,218	2,081,904	48.5	16,001	22,290	.1115	.1089
ROCHESTER	**1,001.1**	**1,027.0**	**2.6**	**384.7**	**5.1**	**18,312,444**	**41.0**	**35,463**	**47,602**	**7,966,744**	**43.4**	**15,178**	**20,709**	**.4347**	**.4122**
Livingston	60.2	62.6	4.0	21.1	6.6	936,718	44.6	32,718	44,394	321,339	41.2	11,495	15,229	.0215	.0206
Monroe	713.2	723.8	1.5	277.9	3.9	13,653,214	39.8	36,527	49,130	6,337,764	43.8	16,478	22,806	.3285	.3098
Ontario	95.3	100.9	5.9	36.3	9.0	1,507,388	42.0	31,868	41,526	798,608	46.7	16,358	22,000	.0386	.0372
Orleans	41.4	43.0	3.9	15.2	7.0	666,811	45.0	32,387	43,869	159,971	34.2	8,392	10,524	.0143	.0136
Wayne	91.0	96.7	6.3	34.2	8.9	1,548,313	47.9	33,339	45,272	349,062	34.8	8,248	10,206	.0318	.0310
SYRACUSE	**663.5**	**682.0**	**2.8**	**249.6**	**5.1**	**11,556,642**	**44.0**	**33,798**	**46,301**	**5,117,757**	**44.7**	**14,895**	**20,504**	**.2744**	**.2641**
Madison	69.8	73.6	5.4	24.8	8.3	992,258	44.0	30,089	40,010	327,995	37.7	10,403	13,226	.0232	.0222
Onondaga	469.5	474.9	1.2	178.7	3.5	8,150,809	40.3	33,647	45,612	4,075,580	43.7	16,417	22,807	.2037	.1926
Oswego	124.2	133.5	7.5	46.1	10.3	2,413,575	58.4	36,451	52,355	714,182	54.3	11,070	15,492	.0475	.0493
UTICA - ROME	**323.1**	**325.5**	**.7**	**119.1**	**2.9**	**4,691,059**	**39.4**	**29,095**	**39,388**	**2,269,621**	**42.8**	**13,741**	**19,056**	**.1211**	**.1139**
Herkimer	68.9	70.4	2.2	25.6	3.6	1,027,661	43.4	29,013	40,143	380,6[illegible]	45.4	10,597	14,869	.0242	.0233
Oneida	254.2	255.1	.4	93.5	2.7	3,663,398	38.3	29,117	39,181	1,888,[illegible]	42.2	14,595	20,203	.0969	.0906
TOTAL METRO COUNTIES	**16,201.0**	**16,491.8**	**1.8**	**6,305.1**	**4.1**	**299,971,216**	**41.9**	**34,889**	**47,576**	**127,811,298**	**44.8**	**14,569**	**20,271**	**7.0166**	**6.6902**
TOTAL STATE	**17,966.2**	**18,318.9**	**2.0**	**6,961.4**	**4.3**	**324,874,490**	**41.9**	**34,296**	**46,668**	**138,722,102**	**44.8**	**14,349**	**19,927**	**7.6406**	**7.2862**
NORTH CAROLINA															
ASHEVILLE	**168.0**	**173.7**	**3.4**	**70.1**	**6.1**	**2,591,192**	**51.4**	**25,896**	**36,964**	**1,798,366**	**51.1**	**18,006**	**25,654**	**.0701**	**.0703**
Buncombe	168.0	173.7	3.4	70.1	6.1	2,591,192	51.4	25,896	36,964	1,798,366	51.1	18,006	25,654	.0701	.0703
BURLINGTON	**100.5**	**101.2**	**.7**	**39.4**	**3.1**	**1,523,168**	**45.9**	**27,335**	**38,659**	**1,117,083**	**46.3**	**19,991**	**28,352**	**.0435**	**.0421**
Alamance	100.5	101.2	.7	39.4	3.1	1,523,168	45.9	27,335	38,659	1,117,083	46.3	19,991	28,352	.0435	.0421
CHARLOTTE - GASTONIA - ROCK HILL	**1,049.0**	**1,116.1**	**6.4**	**422.5**	**9.0**	**18,388,166**	**56.8**	**30,258**	**43,522**	**10,300,186**	**55.8**	**17,057**	**24,379**	**.4390**	**.4540**
Cabarrus	93.3	99.6	6.8	37.5	9.6	1,644,016	61.0	29,851	43,840	863,325	58.5	15,931	23,022	.0378	.0397
Gaston	169.5	175.1	3.3	64.3	5.6	2,736,403	53.9	29,204	42,557	1,327,652	52.0	14,344	20,648	.0645	.0654
Lincoln	47.0	51.1	8.7	19.0	11.1	787,598	61.9	28,449	41,453	264,451	59.9	9,669	13,918	.0162	.0171
Mecklenburg	438.1	467.7	6.8	184.4	9.4	8,324,525	55.2	31,841	45,144	5,391,663	55.4	20,591	29,239	.2068	.2131
Rowan	103.0	105.9	2.8	41.0	5.4	1,652,558	52.8	27,802	40,306	902,821	[illegible]	15,336	22,020	.0407	.0409
Union	78.9	86.3	9.4	29.8	12.5	1,144,221	53.4	28,143	38,397	521,115	56.7	12,549	17,487	.0272	.0279
York, S. C.	*119.2*	*130.4*	*9.4*	*46.5*	*12.0*	*2,098,845*	*68.0*	*30,110*	*45,136*	*1,029,159*	*63.6*	*15,157*	*22,132*	*.0458*	*.0499*

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/85 Total Pop. (Thous.)	12/31/90 Total Pop. (Thous.)	% Change 1985–1990	12/31/90 Total House-holds (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	1990	1985	1990
NORTH CAROLINA (cont.)															
FAYETTEVILLE	**263.7**	**276.6**	**4.9**	**90.5**	**7.9**	**3,798,312**	**56.4**	**28,947**	**41,970**	**2,082,045**	**54.9**	**16,022**	**23,006**	**.0942**	**.0967**
Cumberland	263.7	276.6	4.9	90.5	7.9	3,798,312	56.4	28,947	41,970	2,082,045	54.9	16,022	23,006	.0942	.0967
GREENSBORO - WINSTON-SALEM - HIGH POINT	**902.1**	**942.7**	**4.5**	**365.9**	**7.1**	**15,742,158**	**54.3**	**29,858**	**43,023**	**8,362,388**	**52.6**	**16,028**	**22,854**	**.3747**	**.3811**
Davidson	121.9	128.9	5.7	48.4	8.0	1,939,972	56.3	27,698	40,082	741,813	55.0	10,684	15,327	.0425	.0438
Davie	27.1	29.1	7.4	10.9	10.1	448,448	59.0	28,483	41,142	118,205	56.6	7,624	10,844	.0090	.0093
Forsyth	258.0	270.0	4.7	108.0	7.2	4,936,514	56.0	31,427	45,708	2,982,260	54.2	19,201	27,614	.1195	.1226
Guilford	328.8	337.2	2.6	131.4	5.1	5,870,683	51.4	31,027	44,678	3,669,611	50.4	19,516	27,927	.1490	.1488
Randolph	99.6	106.5	6.9	40.8	9.4	1,450,563	50.1	25,904	35,553	567,722	52.9	9,956	13,915	.0334	.0339
Stokes	36.6	39.6	8.2	14.4	11.6	633,262	67.1	29,369	43,977	115,688	61.0	5,571	8,034	.0112	.0123
Yadkin	30.1	31.4	4.3	12.0	7.1	462,716	57.2	26,282	38,560	167,089	54.8	9,640	13,924	.0101	.0104
HICKORY	**217.2**	**228.9**	**5.4**	**86.1**	**8.0**	**3,513,227**	**56.5**	**28,168**	**40,804**	**1,833,186**	**55.3**	**14,810**	**21,291**	**.0835**	**.0861**
Alexander	27.5	29.7	8.0	10.7	10.3	406,515	58.9	26,367	37,992	110,043	57.9	7,185	10,284	.0084	.0088
Burke	76.5	79.6	4.1	29.9	6.8	1,115,586	53.3	25,998	37,311	401,762	52.6	9,406	13,437	.0249	.0253
Catawba	113.2	119.6	5.7	45.5	8.3	1,991,126	57.9	30,031	43,761	1,321,381	55.9	20,175	29,041	.0502	.0520
JACKSONVILLE	**121.4**	**129.9**	**7.0**	**38.8**	**11.5**	**1,304,575**	**39.4**	**26,892**	**33,623**	**843,885**	**49.1**	**16,266**	**21,750**	**.0390**	**.0378**
Onslow	121.4	129.9	7.0	38.8	11.5	1;304,575	39.4	26,892	33,623	843,885	49.1	16,266	21,750	.0390	.0378
RALEIGH - DURHAM	**632.9**	**695.5**	**9.9**	**269.3**	**13.0**	**12,786,772**	**65.0**	**32,521**	**47,482**	**6,480,913**	**63.1**	**16,676**	**24,066**	**.2763**	**.2993**
Durham	161.9	169.1	4.4	66.7	7.1	3,247,944	60.1	32,559	48,695	1,676,246	56.2	17,231	25,131	.0727	.0759
Franklin	32.6	34.8	6.7	12.4	8.8	422,531	57.5	23,537	34,075	120,487	52.0	6,955	9,717	.0093	.0094
Orange	84.0	90.4	7.6	35.0	11.1	1,435,420	55.9	29,225	41,012	659,723	57.0	13,341	18,849	.0324	.0336
Wake	354.4	401.2	13.2	155.2	16.6	7,680,877	69.5	34,053	49,490	4,024,457	67.6	18,038	25,931	.1619	.1804
WILMINGTON	**113.3**	**121.9**	**7.6**	**47.7**	**10.2**	**1,642,075**	**45.6**	**26,053**	**34,425**	**1,327,945**	**51.2**	**20,287**	**27,840**	**.0483**	**.0481**
New Hanover	113.3	121.9	7.6	47.7	10.2	1,642,075	45.6	26,053	34,425	1,327,945	51.2	20,287	27,840	.0483	.0481
TOTAL METRO COUNTIES	**3,448.9**	**3,656.1**	**6.0**	**1,383.8**	**8.8**	**59,190,800**	**56.1**	**29,812**	**42,774**	**33,116,838**	**55.1**	**16,788**	**23,932**	**1.4228**	**1.4656**
TOTAL STATE	**6,304.9**	**6,656.1**	**5.6**	**2,489.2**	**8.3**	**97,067,879**	**54.6**	**27,314**	**38,996**	**52,975,881**	**53.9**	**14,973**	**21,282**	**2.3850**	**2.4363**
NORTH DAKOTA															
BISMARCK	**91.7**	**101.5**	**10.7**	**36.3**	**12.0**	**1,656,932**	**51.3**	**33,795**	**45,646**	**929,037**	**54.0**	**18,619**	**25,593**	**.0402**	**.0409**
Burleigh	63.3	70.6	11.5	25.5	12.8	1,331,096	57.5	37,387	52,200	762,879	59.0	21,228	29,917	.0307	.0323
Morton	28.4	30.9	8.8	10.8	10.2	325,836	30.3	25,510	30,170	166,158	34.5	12,602	15,385	.0095	.0086
FARGO - MOORHEAD	**148.2**	**156.6**	**5.7**	**58.5**	**7.9**	**2,683,990**	**49.7**	**33,089**	**45,880**	**1,527,079**	**46.9**	**19,180**	**26,104**	**.0666**	**.0661**
Cass	98.8	107.4	8.7	41.1	10.8	2,004,106	53.9	35,103	48,762	1,156,830	48.7	20,973	28,147	.0481	.0489
Clay, Minn.	*49.4*	*49.2*	*–.4*	*17.4*	*1.8*	*679,884*	*38.4*	*28,718*	*39,074*	*370,249*	*41.6*	*15,290*	*21,279*	*.0185*	*.0172*

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S&MM ESTIMATES

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NORTH DAKOTA (cont.)															
GRAND FORKS	70.5	74.1	5.1	25.2	6.3	1,593,410	60.1	41,988	63,231	734,148	55.6	19,905	29,133	.0337	.0353
Grand Forks	70.5	74.1	5.1	25.2	6.3	1,593,410	60.1	41,988	63,231	734,148	55.6	19,905	29,133	.0337	.0353
TOTAL METRO COUNTIES	261.0	283.0	8.4	102.6	10.1	5,254,448	54.9	36,399	51,213	2,820,015	52.2	19,883	27,486	.1220	.1251
TOTAL STATE	699.9	737.3	5.3	264.1	6.6	12,203,936	50.2	32,796	46,210	6,346,925	49.3	17,159	24,032	.2946	.2939
OHIO															
AKRON	648.4	634.7	–2.1	241.3	.0	10,362,133	40.1	30,647	42,943	5,165,450	40.5	15,230	21,407	.2650	.2470
Portage	139.8	142.6	2.0	49.9	4.2	2,353,449	52.6	32,189	47,163	840,758	50.4	11,673	16,849	.0512	.0512
Summit	508.6	492.1	–3.2	191.4	–1.1	8,008,684	36.8	30,265	41,843	4,324,692	38.7	16,110	22,595	.2138	.1958
CANTON	409.5	412.5	.7	153.1	3.2	6,260,859	42.9	29,514	40,894	3,266,558	44.4	15,247	21,336	.1607	.1537
Carroll	27.9	29.7	6.5	10.6	10.4	391,136	53.7	26,509	36,900	126,519	49.7	8,804	11,936	.0086	.0089
Stark	381.6	382.8	.3	142.5	2.7	5,869,723	42.3	29,722	41,191	3,140,039	44.2	15,692	22,035	.1521	.1448
CINCINNATI	1,405.7	1,404.8	–.1	532.4	2.0	25,377,117	51.7	32,069	47,666	12,657,621	48.5	16,330	23,775	.5989	.5932
Clermont	140.1	149.8	6.9	52.7	9.1	2,234,548	49.7	30,902	42,401	1,035,888	52.5	14,066	19,656	.0529	.0531
Hamilton	852.1	831.3	–2.4	328.6	–.2	16,012,527	49.7	32,468	48,730	8,555,356	45.8	17,819	26,036	.3879	.3782
Warren	104.9	109.5	4.4	37.8	7.1	2,036,559	63.0	35,405	53,877	591,029	53.3	10,923	15,636	.0394	.0413
Dearborn, Ind.	*37.8*	*41.0*	*8.5*	*14.4*	*11.6*	*629,243*	*66.2*	*29,353*	*43,697*	*229,415*	*62.4*	*10,949*	*15,932*	*.0130*	*.0140*
Boone, Ky.	*50.3*	*54.1*	*7.6*	*18.9*	*11.2*	*818,153*	*53.2*	*31,414*	*43,289*	*794,752*	*72.3*	*27,135*	*42,050*	*.0237*	*.0254*
Campbell, Ky.	*81.5*	*79.0*	*–3.1*	*28.3*	*–1.4*	*1,348,893*	*52.3*	*30,851*	*47,664*	*485,037*	*43.1*	*11,812*	*17,139*	*.0299*	*.0291*
Kenton, Ky.	*139.0*	*140.1*	*.8*	*51.7*	*3.0*	*2,297,194*	*53.3*	*29,849*	*44,433*	*966,144*	*49.8*	*12,844*	*18,688*	*.0521*	*.0521*
CINCINNATI - HAMILTON CONSOLIDATED AREA	*1,679.3*	*1,691.3*	*.7*	*636.4*	*2.9*	*29,834,556*	*51.2*	*31,906*	*46,880*	*14,459,194*	*48.8*	*15,706*	*22,720*	*.7010*	*.6944*
CLEVELAND	1,873.4	1,845.3	–1.5	719.1	.5	32,671,207	42.1	32,141	45,433	17,194,947	41.7	16,965	23,912	.8249	.7795
Cuyahoga	1,452.6	1,408.2	–3.1	566.6	–.9	25,009,003	40.3	31,182	44,139	13,918,992	40.7	17,314	24,566	.6516	.6074
Geauga	78.2	81.3	4.0	26.7	6.0	1,445,283	46.3	39,208	54,130	393,921	44.7	10,805	14,754	.0300	.0292
Lake	219.1	223.6	2.1	81.5	4.4	4,005,508	46.2	35,070	49,147	2,157,964	47.3	18,754	26,478	.0986	.0959
Medina	123.5	132.2	7.0	44.3	9.7	2,211,413	53.6	35,626	49,919	724,070	44.3	12,423	16,345	.0467	.0470
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	*2,795.6*	*2,750.6*	*–1.6*	*1,056.8*	*.5*	*47,843,716*	*42.5*	*31,925*	*45,272*	*24,279,329*	*41.9*	*16,270*	*22,974*	*1.1999*	*1.1323*
COLUMBUS	1,288.9	1,325.1	2.8	514.4	5.2	23,307,806	54.4	30,887	45,311	12,200,661	51.1	16,514	23,718	.5506	.5557
Delaware	59.4	64.3	8.2	22.6	11.9	1,183,270	68.7	34,727	52,357	347,890	61.6	10,659	15,393	.0222	.0240
Fairfield	101.5	107.7	6.1	38.2	8.2	1,529,751	47.4	29,402	40,046	579,816	48.1	11,088	15,178	.0355	.0349
Franklin	893.1	913.4	2.3	367.6	4.7	16,720,373	54.0	30,928	45,485	9,830,843	51.5	18,492	26,743	.4074	.4113
Licking	125.3	128.8	2.8	48.3	5.5	2,280,100	59.2	31,268	47,207	807,524	50.4	11,724	16,719	.0475	.0488
Madison	33.9	34.3	1.2	11.7	3.5	396,516	32.7	26,440	33,890	205,984	40.1	13,015	17,605	.0112	.0103
Pickaway	43.9	43.1	–1.8	14.4	.0	648,485	49.4	30,142	45,034	283,317	45.8	13,497	19,675	.0155	.0152
Union	31.8	33.5	5.3	11.6	7.4	549,311	62.7	31,256	47,354	145,287	51.3	8,893	12,525	.0107	.0112
DAYTON - SPRINGFIELD	927.5	910.7	–1.8	355.0	.5	16,657,784	49.3	31,591	46.923	7,846,495	45.5	15,271	22,103	.3922	.3818
Clark	146.1	141.8	–2.9	54.1	–.7	2,343,227	46.5	29,349	43,313	942,333	39.6	12,388	17,418	.0552	.0524
Greene	128.4	126.2	–1.7	45.2	.7	2,465,535	53.5	35,778	54,547	861,011	48.3	12,933	19,049	.0518	.0516
Miami	91.0	91.2	.2	34.4	3.0	1,546,967	51.3	30,620	44,970	662,136	48.8	13,319	19,248	.0354	.0350
Montgomery	562.0	551.5	–1.9	221.3	.4	10,302,055	48.7	31,439	46,552	5,381,015	45.7	16,756	24,315	.2498	.2428
HAMILTON - MIDDLETOWN	273.6	286.5	4.7	104.0	7.4	4,457,439	48.4	31,026	42,860	1,801,573	50.6	12,356	17,323	.1021	.1012
Butler	273.6	286.5	4.7	104.0	7.4	4,457,439	48.4	31,026	42,860	1,801,573	50.6	12,356	17,323	.1021	.1012
LIMA	157.4	157.9	.3	57.9	2.7	2,316,146	43.1	28,699	40,003	1,347,275	44.3	16,555	23,269	.0622	.0593
Allen	113.0	112.0	–.9	41.2	1.2	1,695,279	43.0	29,126	41,148	1,057,530	43.5	18,108	25,668	.0464	.0441
Auglaize	44.4	45.9	3.4	16.7	6.4	620,867	43.3	27,592	37,178	289,745	47.3	12,529	17,350	.0158	.0152
LORAIN - ELYRIA	273.8	270.6	–1.2	96.4	1.0	4,810,376	50.3	33,543	49,900	1,918,932	47.0	13,685	19,906	.1080	.1058
Lorain	273.8	270.6	–1.2	96.4	1.0	4,810,376	50.3	33,543	49,900	1,918,932	47.0	13,685	19,906	.1080	.1058
MANSFIELD	130.9	129.9	–.8	49.1	1.2	2,126,587	48.8	29,461	43,311	1,180,271	46.4	16,625	24,038	.0538	.0523
Richland	130.9	129.9	–.8	49.1	1.2	2,126,587	48.8	29,461	43,311	1,180,271	46.4	16,625	24,038	.0538	.0523
PARKERSBURG - MARIETTA	159.0	159.0	.0	60.4	2.0	2,368,785	50.3	26,622	39,218	1,307,716	44.5	15,292	21,651	.0608	.0594
Washington	66.0	67.2	1.8	24.5	3.8	950,131	47.2	27,344	38,781	491,621	47.4	14,129	20,066	.0241	.0236
Wood, W. Va.	*93.0*	*91.8*	*–1.3*	*35.9*	*.8*	*1,418,654*	*52.4*	*26,142*	*39,517*	*816,095*	*42.7*	*16,063*	*22,732*	*.0367*	*.0358*

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/85 Total Pop (Thous.)	12/31/90 Total Pop (Thous.)	% Change 1985–1990	12/31/90 Total Households (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
OHIO (cont.)															
STEUBENVILLE - WEIRTON	**156.5**	**149.9**	**–4.2**	**56.7**	**–2.6**	**1,924,673**	**25.3**	**26,403**	**33,945**	**880,807**	**28.6**	**11,768**	**15,535**	**.0552**	**.0472**
Jefferson	87.3	83.3	–4.6	31.6	–3.1	1,098,444	24.4	27,084	34,761	496,148	25.3	12,150	15,701	.0316	.0267
Brooke, W. Va.	*29.6*	*28.0*	*–5.4*	*10.2*	*–4.7*	*334,257*	*24.9*	*25,011*	*32,770*	*139,156*	*30.3*	*9,982*	*13,643*	*.0094*	*.0081*
Hancock, W. Va.	*39.6*	*38.6*	*–2.5*	*14.9*	*.0*	*491,972*	*27.4*	*25,914*	*33,018*	*245,503*	*34.9*	*12,215*	*16,477*	*.0142*	*.0124*
TOLEDO	**617.9**	**615.3**	**–.4**	**233.9**	**1.8**	**10,795,593**	**49.1**	**31,531**	**46,155**	**6,502,607**	**46.6**	**19,316**	**27,801**	**.2760**	**.2700**
Fulton	40.1	41.9	4.5	14.9	7.2	714,123	60.4	32,039	47,928	304,300	56.4	14,001	20,423	.0155	0163
Lucas	463.0	452.9	–2.2	176.9	.1	8,083,110	46.5	31,220	45,693	5,111,660	44.4	20,030	28,896	.2130	.2049
Wood	114.8	120.5	5.0	42.1	7.7	1,998,360	56.0	32,755	47,467	1,086,647	54.6	17,980	25,811	.0475	.0488
YOUNGSTOWN - WARREN	**516.2**	**499.4**	**–3.3**	**188.2**	**–1.2**	**8,195,733**	**41.0**	**30,529**	**43,548**	**3,886,250**	**39.4**	**14,637**	**20,650**	**.2068**	**.1925**
Mahoning	276.6	263.3	–4.8	99.9	–2.7	3,415,128	25.4	26,520	34,185	2,049,004	31.9	15,123	20,511	.1051	.0908
Trumbull	239.6	236.1	–1.5	88.3	.7	4,780,605	54.8	35,224	54,140	1,837,246	48.9	14,068	20,807	.1017	.1017
TOTAL METRO COUNTIES	**8,515.0**	**8,476.4**	**–.5**	**3,244.2**	**1.7**	**146,360,740**	**46.8**	**31,277**	**45,115**	**74,430,093**	**44.9**	**16,104**	**22,943**	**3.5920**	**3.4715**
TOTAL STATE	**10,836.0**	**10,826.0**	**–.1**	**4,104.9**	**2.1**	**179,329,646**	**46.6**	**30,435**	**43,687**	**87,842,424**	**44.5**	**15,124**	**21,399**	**4.3909**	**4.2406**
OKLAHOMA															
ENID	**65.8**	**67.9**	**3.2**	**27.0**	**5.5**	**1,144,326**	**47.6**	**30,289**	**42,382**	**574,541**	**36.4**	**16,455**	**21,279**	**.0283**	**.0271**
Garfield	65.8	67.9	3.2	27.0	5.5	1,144,326	47.6	30,289	42,382	574,541	36.4	16,455	21,279	.0283	.0271
LAWTON	**117.1**	**120.9**	**3.2**	**40.4**	**6.0**	**1,787,325**	**52.6**	**30,733**	**44,241**	**866,441**	**45.3**	**15,657**	**21,447**	**.0434**	**.0432**
Comanche	117.1	120.9	3.2	40.4	6.0	1,787,325	52.6	30,733	44,241	866,441	45.3	15,657	21,447	.0434	.0432
OKLAHOMA CITY	**984.4**	**1,096.5**	**11.4**	**429.5**	**13.7**	**18,790,485**	**60.1**	**31,074**	**43,750**	**11,701,298**	**56.1**	**19,850**	**27,244**	**.4525**	**.4773**
Canadian	74.8	91.3	22.1	31.7	25.8	1,512,540	76.0	34,099	47,714	591,958	58.2	14,845	18,674	.0296	.0336
Cleveland	161.9	189.1	16.8	69.9	20.1	3,168,551	68.2	32,366	45,330	1,980,934	69.5	20,078	28,340	.0723	.0809
Logan	31.6	36.0	13.9	12.6	13.5	523,458	62.9	28,941	41,544	145,248	49.1	8,775	11,528	.0104	.0112
McClain	25.4	30.0	18.1	10.3	17.0	395,796	64.3	27,375	38,427	162,819	54.1	12,006	15,808	.0086	.0094
Oklahoma	626.3	677.5	8.2	277.8	10.8	12,160,993	55.9	31,115	43,776	8,321,708	53.5	21,625	29,956	.3078	.3171
Pottawatomie	64.4	72.6	12.7	27.2	14.8	1,029,147	63.1	26,631	37,836	498,631	51.0	13,932	18,332	.0238	.0251
TULSA	**745.3**	**822.3**	**10.3**	**320.8**	**12.2**	**13,024,158**	**52.0**	**29,971**	**40,599**	**6,075,230**	**39.9**	**15,187**	**18,938**	**.3081**	**.3066**
Creek	73.4	85.9	17.0	30.6	17.2	1,181,992	65.1	27,428	38,627	407,663	48.2	10,386	13,126	.0247	.0266
Osage	44.2	48.4	9.5	17.9	10.5	595,957	42.9	25,738	33,294	99,928	33.2	4,630	5,583	.0127	.0123
Rogers	57.7	67.7	17.3	23.7	20.3	962,209	63.5	29,881	40,600	241,492	48.9	8,232	10,190	.0188	.0203
Tulsa	514.9	553.3	7.5	226.3	10.1	9,341,251	48.4	30,624	41,278	5,221,575	38.8	18,297	23,074	.2360	.2294
Wagoner	55.1	67.0	21.6	22.3	21.9	942,749	71.1	30,113	42,276	110,572	53.6	3,935	4,958	.0159	.0180
TOTAL METRO COUNTIES	**1,948.2**	**2,147.6**	**10.2**	**831.4**	**12.4**	**35,074,062**	**56.0**	**30,407**	**42,187**	**19,334,854**	**49.4**	**17,506**	**23,256**	**.8414**	**.8628**
TOTAL STATE	**3,356.0**	**3,647.6**	**8.7**	**1,403.7**	**10.6**	**54,523,363**	**53.8**	**27,932**	**38,843**	**28,647,867**	**47.4**	**15,313**	**20,409**	**1.3295**	**1.3453**
OREGON															
EUGENE - SPRINGFIELD	**267.9**	**259.1**	**–3.3**	**103.1**	**–1.2**	**3,891,548**	**45.4**	**25,669**	**37,745**	**2,032,660**	**41.7**	**13,751**	**19,715**	**.1009**	**.0957**
Lane	267.9	259.1	–3.3	103.1	–1.2	3,891,548	45.4	25,669	37,745	2,032,660	41.7	13,751	19,715	.1009	.0957
MEDFORD	**139.3**	**144.8**	**3.9**	**55.6**	**5.7**	**1,922,307**	**50.8**	**24,235**	**34,574**	**1,108,126**	**45.3**	**14,494**	**19,930**	**.0507**	**.0501**
Jackson	139.3	144.8	3.9	55.6	5.7	1,922,307	50.8	24,235	34,574	1,108,126	45.3	14,494	19,930	.0507	.0501
PORTLAND	**1,149.3**	**1,180.6**	**2.7**	**469.2**	**4.1**	**22,910,488**	**64.4**	**30,905**	**48,829**	**11,590,186**	**55.7**	**16,508**	**24,702**	**.5040**	**.5310**
Clackamas	254.7	264.1	3.7	95.3	5.4	4,865,544	63.6	32,901	51,055	1,887,999	56.7	13,329	19,811	.1001	.1055
Multnomah	562.3	558.1	–.7	236.4	.3	10,387,834	58.6	27,808	43,942	6,114,383	50.5	17,239	25,865	.2509	.2549
Washington	272.5	295.2	8.3	115.2	10.9	6,762,166	75.8	37,012	58,699	3,203,609	66.3	18,537	27,809	.1327	.1495
Yamhill	59.8	63.2	5.7	22.3	6.7	894,944	59.5	26,840	40,132	384,195	54.0	11,939	17,228	.0203	.0211
PORTLAND - VANCOUVER CONSOLIDATED AREA	***1,361.0***	***1,408.8***	***3.5***	***556.1***	***5.0***	***26,584,909***	***63.4***	***30,732***	***47,806***	***12,840,291***	***55.2***	***15,620***	***23,090***	***.5812***	***.6104***
SALEM	**257.0**	**261.4**	**1.7**	**97.1**	**2.6**	**3,384,587**	**44.3**	**24,802**	**34,857**	**1,662,354**	**40.4**	**12,516**	**17,120**	**.0888**	**.0847**
Marion	210.7	214.6	1.9	79.6	2.6	2,756,343	43.6	24,735	34,627	1,535,128	40.9	14,039	19,286	.0752	.0716
Polk	46.3	46.8	1.1	17.5	2.9	628,244	47.2	25,107	35,900	127,226	34.5	5,564	7,270	.0136	.0131
TOTAL METRO COUNTIES	**1,813.5**	**1,845.9**	**1.8**	**725.0**	**3.2**	**32,108,930**	**58.7**	**28,806**	**44,288**	**16,393,326**	**51.5**	**15,410**	**22,611**	**.7444**	**.7615**
TOTAL STATE	**2,709.2**	**2,759.0**	**1.8**	**1,068.7**	**3.1**	**44,091,646**	**55.7**	**27,323**	**41,257**	**22,655.863**	**49.5**	**14,623**	**21,199**	**1.0567**	**1.0655**
PENNSYLVANIA															
ALLENTOWN - BETHLEHEM	**656.8**	**673.9**	**2.6**	**262.5**	**5.0**	**11,756,325**	**47.4**	**31,907**	**44,786**	**5,544,706**	**46.0**	**15,202**	**21,123**	**.2785**	**.2721**
Carbon	54.4	55.2	1.5	22.0	3.8	740,764	38.3	25,261	33,671	221,725	29.1	8,104	10,078	.0177	.0162
Lehigh	279.5	285.0	2.0	113.9	4.5	5,795,398	55.2	34,267	50,881	3,280,299	51.9	19,819	28,800	.1364	.1384
Northampton	233.5	239.9	2.7	91.8	5.2	3,511,848	37.3	29,296	38,255	1,306,876	35.4	11,057	14,236	.0858	.0793
Warren, N. J.	*89.4*	*93.8*	*4.9*	*34.8*	*7.4*	*1,708,315*	*49.2*	*35,350*	*49,090*	*735,806*	*46.7*	*15,484*	*21,144*	*.0386*	*.0382*
ALTOONA	**136.0**	**134.9**	**–.8**	**51.9**	**1.8**	**1,740,414**	**37.0**	**24,911**	**33,534**	**1,035,341**	**39.5**	**14,555**	**19,949**	**.0499**	**.0461**
Blair	136.0	134.9	–.8	51.9	1.8	1,740,414	37.0	24,911	33,534	1,035,341	39.5	14,555	19,949	.0499	.0461
BEAVER COUNTY	**199.9**	**194.9**	**–2.5**	**73.4**	**.0**	**3,259,009**	**39.6**	**31,813**	**44,401**	**1,120,023**	**32.1**	**11,548**	**15,259**	**.0765**	**.0700**
Beaver	199.9	194.9	–2.5	73.4	.0	3,259,009	39.6	31,813	44,401	1,120,023	32.1	11,548	15,259	.0765	.0700
ERIE	**285.3**	**288.8**	**1.2**	**107.1**	**3.7**	**4,708,736**	**51.4**	**30,103**	**43,966**	**2,092,198**	**46.2**	**13,853**	**19,535**	**.1100**	**.1086**
Erie	285.3	288.8	1.2	107.1	3.7	4,708,736	51.4	30,103	43,966	2,092,198	46.2	13,853	19,535	.1100	.1086
HARRISBURG - LEBANON - CARLISLE	**578.8**	**597.4**	**3.2**	**233.2**	**5.7**	**10,628,016**	**52.0**	**31,680**	**45,575**	**5,733,887**	**50.7**	**17,240**	**24,588**	**.2548**	**.2553**
Cumberland	189.1	197.4	4.4	75.5	7.1	3,837,261	57.6	34,543	50,825	2,415,580	54.9	22,119	31,994	.0928	.0958
Dauphin	237.6	241.4	1.6	98.5	3.9	4,683,959	54.0	32,084	47,553	2,245,016	50.8	15,699	22,792	.1060	.1067
Lebanon	112.6	115.9	2.9	43.4	5.6	1,564,831	36.7	27,858	36,056	898,523	41.1	15,489	20,703	.0435	.0405
Perry	39.5	42.7	8.1	15.8	10.5	541,965	46.5	25,870	34,302	174,768	44.7	8,445	11,061	0125	.0123
JOHNSTOWN	**262.6**	**259.2**	**–1.3**	**96.9**	**1.0**	**2,829,027**	**23.2**	**23,940**	**29,195**	**1,243,876**	**20.4**	**10,769**	**12,837**	**.0852**	**.0717**
Cambria	179.1	174.3	–2.7	64.9	–.5	1,939,213	21.7	24,434	29,880	878,384	18.4	11,376	13,534	.0594	.0493
Somerset	83.5	84.9	1.7	32.0	4.2	889,814	26.6	22,891	27,807	365,492	25.6	9,480	11,422	.0258	.0224
LANCASTER	**386.6**	**407.1**	**5.3**	**149.8**	**7.9**	**6,548,842**	**51.4**	**31,158**	**43,717**	**3,338,494**	**52.5**	**15,776**	**22,286**	**.1565**	**.1577**
Lancaster	386.6	407.1	5.3	149.8	7.9	6,548,842	51.4	31,158	43,717	3,338,494	52.5	15,776	22,286	.1565	.1577
PHILADELPHIA	**4,807.8**	**4,880.7**	**1.5**	**1,822.0**	**3.7**	**88,729,247**	**49.7**	**33,761**	**48,699**	**42,105,783**	**48.3**	**16,168**	**23,110**	**2.0684**	**2.0413**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/85 Total Pop (Thous.)	12/31/90 Total Pop (Thous.)	% Change 1985–1990	12/31/90 Total Households (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
PENNSYLVANIA (Philadelphia, cont.)															
Bucks	515.6	546.9	6.1	194.2	8.6	9,811,753	51.5	36,196	50,524	5,251,656	52.8	19,214	27,043	.2324	.2348
Chester	341.7	364.9	6.8	132.2	9.6	7,839,765	61.3	40,306	59,302	2,635,223	58.0	13,826	19,934	.1511	.1595
Delaware	550.6	548.2	-.4	204.9	1.8	10,351,377	46.6	35,084	50,519	5,196,120	45.7	17,722	25,359	.2483	.2406
Montgomery	664.4	682.4	2.7	256.7	5.2	14,861,314	50.0	40,598	57,894	8,175,230	49.8	22,364	31,847	.3493	.3473
Philadelphia	1,638.3	1,588.6	-3.0	624.6	-.8	25,089,978	47.1	27,078	40,170	11,310,056	44.0	12,467	18,108	.6096	.5852
Burlington, N. J.	*392.8*	*417.4*	*6.3*	*142.9*	*9.0*	*7,926,069*	*51.6*	*39,883*	*55,466*	*3,180,777*	*49.0*	*14,281*	*22,259*	*.1718*	*.1726*
Camden, N. J.	*487.3*	*500.4*	*2.7*	*185.3*	*5.1*	*8,917,947*	*46.0*	*34,651*	*48,127*	*4,460,854*	*47.7*	*17,126*	*24,074*	*.2145*	*.2092*
Gloucester, N. J.	*217.1*	*231.9*	*6.8*	*81.2*	*9.4*	*3,931,044*	*51.5*	*34,975*	*48,412*	*1,695,867*	*50.4*	*16,985*	*23,348*	*.0914*	*.0921*
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***5,801.2***	***5,895.3***	***1.6***	***2,189.8***	***3.9***	***108,000,655***	***49.5***	***34,271***	***49,320***	***51,290,549***	***48.1***	***16,432***	***23,422***	***2.5166***	***2.4813***
PITTSBURGH	**2,180.6**	**2,142.7**	**-1.7**	**850.1**	**.5**	**34,604,802**	**36.5**	**29,950**	**40,707**	**15,658,626**	**33.9**	**13,922**	**18,420**	**.8850**	**.8039**
Allegheny	1,404.6	1,363.5	-2.9	552.4	-.8	23,593,429	36.4	31,082	42,711	11,225,648	35.8	14,851	20,322	.6032	.5482
Fayette	163.5	166.8	2.0	63.6	4.6	1,801,283	30.2	22,756	28,322	825,712	23.6	10,989	12,983	.0526	.0464
Washington	218.9	219.7	.4	84.0	2.8	3,272,275	38.3	28,962	38,956	1,160,583	28.5	11,054	13,816	.0799	.0728
Westmoreland	393.6	392.7	-.2	150.1	2.0	5,937,815	38.3	29,192	39,559	2,446,683	31.6	12,534	16,300	.1493	.1365
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	***2,380.5***	***2,337.6***	***-1.8***	***923.5***	***.4***	***37,863,811***	***36.8***	***30,099***	***41,000***	***16,778,649***	***33.8***	***13,640***	***18,169***	***.9615***	***.8739***
READING	**323.4**	**332.4**	**2.8**	**131.0**	**5.2**	**5,492,615**	**46.8**	**30,060**	**41,928**	**3,009,187**	**48.2**	**16,307**	**22,971**	**.1374**	**.1345**
Berks	323.4	332.4	2.8	131.0	5.2	5,492,615	46.8	30,060	41,928	3,009,187	48.2	16,307	22,971	.1374	.1345
SCRANTON - WILKES-BARRE	**735.6**	**739.4**	**.5**	**287.1**	**2.9**	**10,756,192**	**46.8**	**26,258**	**37,465**	**5,341,505**	**43.9**	**13,301**	**18,605**	**.2718**	**.2625**
Columbia	63.4	64.4	1.6	24.1	4.3	958,876	54.2	26,918	39,787	357,425	41.3	10,949	14,831	.0218	.0216
Lackawanna	223.9	220.1	-1.7	85.2	.6	3,187,605	43.2	26,275	37,413	1,700,117	43.1	14,023	19,954	.0838	.0796
Luzerne	340.3	336.6	-1.1	132.4	1.2	4,921,776	45.7	25,831	37,174	2,482,338	44.8	13,106	18,749	.1255	.1205
Monroe	79.4	88.0	10.8	34.5	13.5	1,314,724	55.7	27,773	38,108	651,294	44.5	14,829	18,878	.0314	.0319
Wyoming	28.6	30.3	5.9	10.9	9.0	373,211	45.9	25,577	34,240	150,331	42.7	10,536	13,792	.0093	.0089
SHARON	**128.6**	**127.7**	**-.7**	**47.7**	**1.5**	**1,722,075**	**32.7**	**27,621**	**36,102**	**735,045**	**28.0**	**12,214**	**15,410**	**.0462**	**.0411**
Mercer	128.6	127.7	-.7	47.7	1.5	1,722,075	32.7	27,621	36,102	735,045	28.0	12,214	15,410	.0462	.0411
STATE COLLEGE	**115.8**	**117.9**	**1.8**	**40.7**	**4.4**	**1,579,073**	**44.8**	**27,958**	**38,798**	**767,088**	**36.7**	**14,389**	**18,847**	**.0411**	**.0391**
Centre	115.8	117.9	1.8	40.7	4.4	1,579,073	44.8	27,958	38,798	767,088	36.7	14,389	18,847	.0411	.0391
WILLIAMSPORT	**119.3**	**118.8**	**-.4**	**45.0**	**2.3**	**1,690,471**	**44.0**	**26,675**	**37,566**	**867,193**	**41.2**	**13,954**	**19,271**	**.0440**	**.0418**
Lycoming	119.3	118.8	-.4	45.0	2.3	1,690,471	44.0	26,675	37,566	867,193	41.2	13,954	19,271	.0440	.0418
YORK	**401.1**	**417.6**	**4.1**	**159.4**	**6.6**	**6,654,973**	**48.0**	**30,082**	**41,750**	**2,635,161**	**41.2**	**12,480**	**16,532**	**.1537**	**.1496**
Adams	69.2	69.8	.9	25.3	3.7	984,824	42.7	28,292	38,926	311,896	41.4	9,040	12,328	.0229	.0217
York	331.9	347.8	4.8	134.1	7.2	5,670,149	48.9	30,431	42,283	2,323,265	41.2	13,151	17,325	.1308	.1279
TOTAL METRO COUNTIES	**10,131.6**	**10,189.9**	**.6**	**3,913.6**	**2.9**	**170,216,442**	**45.5**	**30,750**	**43,494**	**80,954,809**	**43.6**	**14,819**	**20,686**	**4.1427**	**3.9832**
TOTAL STATE	**12,012.0**	**12,109.8**	**.8**	**4,632.3**	**3.1**	**195,088,839**	**44.9**	**29,975**	**42,115**	**91,714,240**	**42.6**	**14,311**	**19,799**	**4.7845**	**4.5839**
RHODE ISLAND															
PROVIDENCE - PAWTUCKET - WOONSOCKET	**885.2**	**899.3**	**1.6**	**335.3**	**3.7**	**15,711,786**	**48.7**	**32,684**	**46,859**	**7,549,121**	**48.6**	**15,715**	**22,515**	**.3714**	**.3657**
Bristol	46.5	45.9	-1.3	15.5	.0	787,183	40.7	36,102	50,786	251,354	41.5	11,464	16,216	.0177	.0167
Kent	161.4	167.1	3.5	61.0	5.7	3,120,720	51.6	35,686	51,159	1,751,722	50.9	20,112	28,717	.0751	.0753
Providence	575.5	577.0	.3	220.2	2.5	9,827,083	47.0	31,112	44,628	4,470,402	46.3	14,214	20,302	.2329	.2261
Washington	101.8	109.3	7.4	38.6	10.0	1,976,800	57.0	35,863	51,212	1,075,643	56.7	19,555	27,866	.0457	.0476
TOTAL METRO COUNTIES	**885.2**	**899.3**	**1.6**	**335.3**	**3.7**	**15,711,786**	**48.7**	**32,684**	**46,859**	**7,549,121**	**48.6**	**15,715**	**22,515**	**.3714**	**.3657**
TOTAL STATE	**969.5**	**984.7**	**1.6**	**366.2**	**3.7**	**17,421,290**	**49.1**	**33,110**	**47,573**	**8,391,195**	**48.7**	**15,982**	**22,914**	**.4106**	**.4047**

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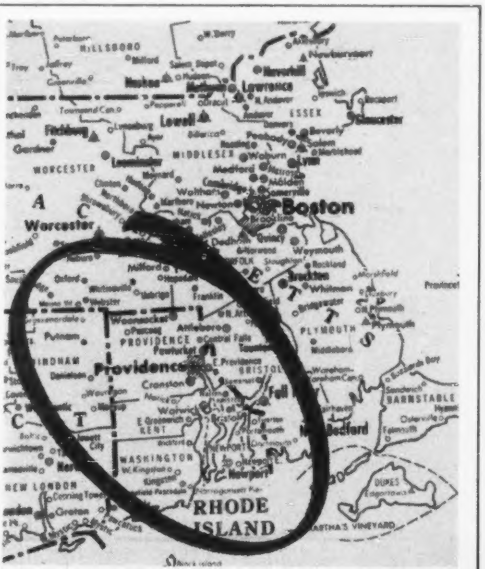

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/85 Total Pop (Thous.)	12/31/90 Total Pop (Thous.)	% Change 1985–1990	12/31/90 Total Households (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
SOUTH CAROLINA															
ANDERSON	**145.3**	**154.8**	**6.5**	**59.1**	**9.2**	**2,150,664**	**56.8**	**25,349**	**36,390**	**1,048,166**	**53.1**	**12,659**	**17,735**	**.0513**	**.0527**
Anderson	145.3	154.8	6.5	59.1	9.2	2,150,664	56.8	25,349	36,390	1,048,166	53.1	12,659	17,735	.0513	.0527
CHARLESTON	**490.2**	**537.7**	**9.7**	**186.1**	**12.4**	**7,006,537**	**56.8**	**26,982**	**37,649**	**3,846,741**	**52.8**	**15,205**	**20,670**	**.1746**	**.1805**
Berkeley	122.1	146.8	20.2	49.8	23.3	1,745,740	69.8	25,448	35,055	424,545	70.2	6,175	8,525	.0339	.0383
Charleston	291.3	297.3	2.1	103.9	4.5	4,158,462	49.8	27,929	40,024	2,980,053	49.2	20,092	28,682	.1167	.1155
Dorchester	76.8	93.6	21.9	32.4	25.6	1,102,335	66.0	25,733	34,023	442,143	63.0	10,515	13,646	.0240	.0267
CHARLOTTE - GASTONIA - ROCK HILL	**1,049.0**	**1,116.1**	**6.4**	**422.5**	**9.0**	**18,388,166**	**56.8**	**30,258**	**43,522**	**10,300,186**	**55.8**	**17,057**	**24,379**	**.4390**	**.4540**
York	119.2	130.4	9.4	46.5	12.0	2,098,845	68.0	30,110	45,136	1,029,159	63.6	15,157	22,132	.0458	.0499
Cabarrus, N. C.	93.3	99.6	6.8	37.5	9.6	1,644,016	61.0	29,851	43,840	863,325	58.5	15,931	23,022	.0378	.0397
Gaston, N. C.	169.5	175.1	3.3	64.3	5.6	2,736,403	53.9	29,204	42,557	1,327,652	52.0	14,344	20,648	.0645	.0654
Lincoln, N. C.	47.0	51.1	8.7	19.0	11.1	787,598	61.9	28,449	41,453	264,451	59.9	9,669	13,918	.0162	.0171
Mecklenburg, N. C.	438.1	467.7	6.8	184.4	9.4	8,324,525	55.2	31,841	45,144	5,391,663	55.4	20,591	29,239	.2068	.2131
Rowan, N. C.	103.0	105.9	2.8	41.0	5.4	1,652,558	52.8	27,802	40,306	902,821	51.3	15,336	22,020	.0407	.0409
Union, N. C.	78.9	86.3	9.4	29.8	12.5	1,144,221	53.4	28,143	38,397	521,115	56.7	12,549	17,487	.0272	.0279
COLUMBIA	**443.2**	**472.6**	**6.6**	**172.6**	**9.5**	**8,058,511**	**63.8**	**31,222**	**46,689**	**3,821,814**	**58.8**	**15,268**	**22.143**	**.1765**	**.1878**
Lexington	161.5	180.6	11.8	67.6	14.4	3,019,134	69.4	30,162	44,662	1,118,578	66.0	11,403	16,547	.0598	.0662
Richland	281.7	292.0	3.7	105.0	6.6	5,039,377	60.6	31,858	47,994	2,703,236	56.0	17,587	25,745	.1167	.1216
FLORENCE	**118.3**	**125.0**	**5.7**	**44.6**	**8.3**	**1,492,092**	**51.4**	**23,919**	**33,455**	**1,075,455**	**52.7**	**17,095**	**24,113**	**.0426**	**.0430**
Florence	118.3	125.0	5.7	44.6	8.3	1,492,092	51.4	23,919	33,455	1,075,455	52.7	17,095	24,113	.0426	.0430
GREENVILLE - SPARTANBURG	**609.1**	**642.0**	**5.4**	**244.1**	**8.0**	**8,713,923**	**48.9**	**25,877**	**35,698**	**5,177,836**	**49.9**	**15,279**	**21,212**	**.2290**	**.2283**
Greenville	308.3	325.7	5.6	126.1	8.1	4,091,866	40.4	24,997	32,449	2,976,715	47.2	17,347	23,606	.1210	1170
Pickens	86.9	93.0	7.0	33.2	9.9	1,406,586	64.3	28,342	42,367	521,010	55.0	11,129	15,693	.0297	.0314
Spartanburg	213.9	223.3	4.4	84.8	6.9	3,215,471	54.6	26,231	37,918	1,680,111	53.3	13,819	19,813	.0783	.0799
TOTAL METRO COUNTIES	**2,040.3**	**2,185.6**	**7.1**	**800.2**	**9.7**	**31,477,913**	**57.0**	**27,493**	**39,338**	**16,811,473**	**54.1**	**14,957**	**21,009**	**.7617**	**.7868**
TOTAL STATE	**3,396.3**	**3,621.6**	**6.6**	**1,312.0**	**9.3**	**48,611,467**	**56.3**	**25,906**	**37,051**	**26,313,059**	**54.7**	**14,162**	**20,056**	**1.2031**	**1.2397**
SOUTH DAKOTA															
RAPID CITY	**76.3**	**81.6**	**6.9**	**31.5**	**9.8**	**1,451,445**	**57.9**	**32,038**	**46,078**	**964,505**	**57.0**	**21,411**	**30,619**	**.0359**	**.0375**
Pennington	76.3	81.6	6.9	31.5	9.8	1,451,445	57.9	32,038	46,078	964,505	57.0	21,411	30,619	.0359	.0375
SIOUX FALLS	**122.2**	**132.9**	**8.8**	**52.8**	**11.6**	**2,651,166**	**62.6**	**34,479**	**50,211**	**1,396,220**	**56.4**	**18,876**	**26,444**	**.0584**	**.0618**
Minnehaha	122.2	132.9	8.8	52.8	11.6	2,651,166	62.6	34,479	50,211	1,396,220	56.4	18,876	26,444	.0584	.0618
TOTAL METRO COUNTIES	**198.5**	**214.5**	**8.1**	**84.3**	**10.9**	**4,102,611**	**60.9**	**33,557**	**48,667**	**2,360,725**	**56.6**	**19,833**	**28,004**	**.0943**	**.0993**
TOTAL STATE	**719.3**	**742.6**	**3.2**	**278.2**	**5.4**	**11,031,254**	**49.1**	**28,028**	**39,652**	**5,755,027**	**48.6**	**14,672**	**20,687**	**.2751**	**.2720**
TENNESSEE															
CHATTANOOGA	**433.7**	**437.4**	**.9**	**165.7**	**3.0**	**6,133,095**	**45.1**	**26,278**	**37,013**	**3,687,177**	**45.7**	**15,723**	**22,252**	**.1660**	**.1602**
Hamilton	289.9	289.8	0	112.7	2.3	4,382,823	45.7	27,297	38,889	2,835,042	45.6	17,673	25,156	.1197	1156
Marion	25.4	26.1	2.8	9.6	4.3	299,703	45.8	22,337	31,219	135,727	47.1	10,027	14,138	.0077	.0076
Sequatchie	9.0	9.3	3.3	3.5	9.4	110,107	62.3	21,205	31,459	51,524	58.9	10,135	14,721	.0028	.0027
Catoosa, Ga.	40.1	42.7	6.5	15.2	8.6	532,321	47.4	25,793	35,021	320,825	50.9	15,182	21,107	.0144	.0143
Dade, Ga.	12.9	13.4	3.9	4.2	.0	122,619	32.3	22,064	29,195	50,419	31.0	9,161	12,005	.0035	.0033
Walker, Ga.	56.4	56.1	–.5	20.5	2.0	685,522	39.1	24,522	33,440	293,640	42.1	10,281	14,324	.0179	.0167
CLARKSVILLE - HOPKINSVILLE	**154.4**	**159.6**	**3.4**	**54.1**	**5.9**	**2,230,558**	**58.8**	**27,483**	**41,230**	**1,142,301**	**54.5**	**14,473**	**21,115**	**.0538**	**.0555**
Montgomery	87.0	90.5	4.0	32.0	6.7	1,263,902	57.9	26,674	39,497	698,033	54.8	15,032	21,814	.0312	.0322
Christian, Ky.	67.4	69.1	2.5	22.1	4.7	966,656	60.0	28,633	43,740	444,268	53.9	13,679	20,103	.0226	.0233
JACKSON	**77.1**	**78.7**	**2.1**	**30.3**	**4.8**	**1,177,431**	**56.5**	**26,039**	**38,859**	**908,696**	**52.7**	**20,585**	**29,990**	**.0327**	**.0332**
Madison	77.1	78.7	2.1	30.3	4.8	1,177,431	56.5	26,039	38,859	908,696	52.7	20,585	29,990	.0327	.0332
JOHNSON CITY - KINGSPORT - BRISTOL	**449.0**	**460.0**	**2.4**	**173.2**	**4.2**	**6,486,345**	**52.2**	**25,637**	**37,450**	**3,571,256**	**50.5**	**14,276**	**20,619**	**.1644**	**.1647**
Carter	51.4	52.1	1.4	20.3	3.6	647,333	53.6	21,495	31,888	201,680	45.9	7,053	9,935	.0148	.0147
Hawkins	46.7	49.0	4.9	18.2	7.7	722,604	65.8	25,781	39,704	207,239	59.4	7,691	11,387	.0145	.0155

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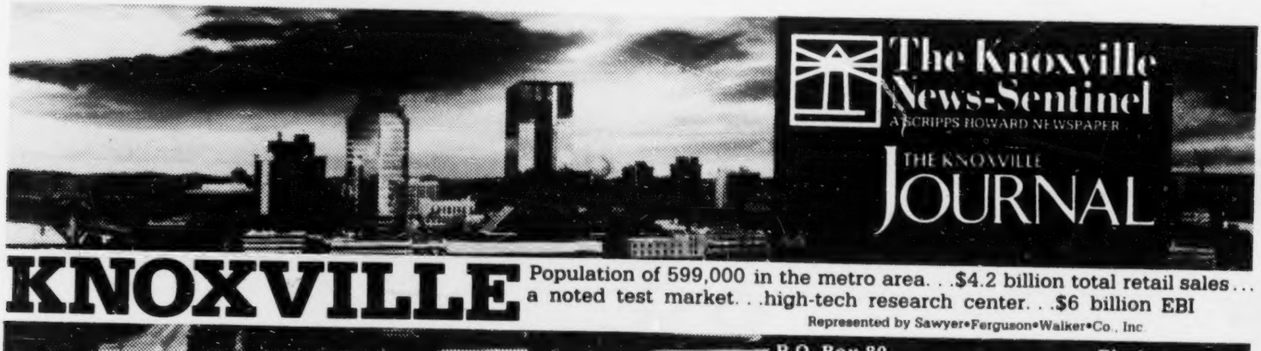
S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/85 Total Pop. (Thous.)	12/31/90 Total Pop. (Thous.)	% Change 1985–1990	12/31/90 Total Households (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
TENNESSEE (Johnson City, cont.)															
Sullivan	147.9	150.5	1.8	59.3	4.2	2,425,043	55.0	27,491	40,894	1,562,363	51.6	18,114	26,347	.0623	.0631
Unicoi	16.9	17.0	.6	6.5	1.6	232,795	53.5	23,703	35,815	56,484	43.7	6,143	8,690	.0049	.0049
Washington	92.9	96.0	3.3	36.0	5.9	1,257,212	47.1	25,145	34,923	857,814	48.8	16,951	23,828	.0354	.0348
Bristol city, Va.	*18.5*	*18.1*	*-2.2*	*7.3*	*.0*	*248,222*	*38.1*	*24,625*	*34,003*	*332,470*	*54.3*	*29,510*	*45,544*	*.0094*	*.0093*
Scott, Va.	*25.1*	*25.1*	*.0*	*8.6*	*.0*	*337,003*	*49.8*	*26,161*	*39,186*	*158,196*	*46.0*	*12,602*	*18,395*	*.0084*	*.0081*
Washington, Va.	*49.6*	*52.2*	*5.2*	*17.0*	*3.0*	*616,133*	*43.9*	*25,952*	*36,243*	*195,010*	*45.2*	*8,139*	*11,471*	*.0147*	*.0143*
KNOXVILLE	599.0	625.2	4.4	245.7	6.9	9,516,249	56.1	26,522	38,731	6,392,069	53.5	18,109	26,016	.2480	.2536
Anderson	70.5	72.8	3.3	28.5	5.6	1,286,520	58.5	30,055	45,141	598,566	54.3	14,369	21,002	.0287	.0296
Blount	83.2	87.4	5.0	33.6	7.7	1,273,357	55.9	26,174	37,898	808,555	54.5	16,771	24,064	.0327	.0335
Grainger	17.3	17.6	1.7	6.4	3.2	151,997	36.8	17,921	23,750	28,788	34.6	3,449	4,498	.0039	.0036
Jefferson	35.0	38.2	9.1	14.0	12.0	555,625	72.2	25,806	39,688	146,284	59.4	7,340	10,449	.0106	.0116
Knox	331.4	340.6	2.8	137.2	5.4	5,503,383	55.0	27,275	40,112	4,218,342	52.4	21,261	30,746	.1504	.1526
Sevier	48.9	55.1	12.7	20.8	14.9	630,533	56.7	22,238	30,314	563,103	60.1	19,435	27,072	.0187	.0199
Union	12.7	13.5	6.3	5.2	10.6	114,834	40.4	17,398	22,083	28,431	49.0	4,060	5,468	.0030	.0028
MEMPHIS	932.8	943.6	1.2	343.7	3.5	14,472,436	53.1	28,471	42,108	9,105,820	49.3	18,370	26,494	.3775	.3767
Shelby	787.0	790.1	.4	291.7	2.7	12,612,697	52.9	29,053	43,239	8,142,917	49.5	19,188	27,915	.3298	.3288
Tipton	35.0	36.6	4.6	12.7	7.6	409,446	51.1	22,959	32,240	145,644	43.3	8,614	11,468	.0100	.0098
Crittenden, Ark.	*49.9*	*49.9*	*.0*	*17.0*	*3.0*	*517,081*	*39.0*	*22,540*	*30,417*	*538,982*	*42.8*	*22,872*	*31,705*	*.0188*	*.0178*
De Soto, Miss.	*60.9*	*67.0*	*10.0*	*22.3*	*12.1*	*933,212*	*65.4*	*28,353*	*41,848*	*278,277*	*59.8*	*8,750*	*12,479*	*.0189*	*.0203*
NASHVILLE	910.7	959.8	5.4	362.2	7.5	17,011,300	61.0	31,366	46,967	8,762,603	54.1	16,883	24,193	.3865	.4030
Cheatham	25.9	29.6	14.3	10.1	17.4	359,847	60.0	26,153	35,628	100,488	63.5	7,145	9,949	.0074	.0080
Davidson	482.5	484.5	.4	195.1	2.8	9,251,600	54.5	31,556	47,420	6,062,130	50.3	21,253	31,072	.2337	.2349
Dickson	33.3	36.0	8.1	13.3	10.8	524,062	65.3	26,416	39,403	226,494	59.7	11,821	17,030	.0116	.0123
Robertson	40.2	42.7	6.2	15.0	7.9	598,970	60.9	26,774	39,931	204,761	54.5	9,535	13,651	.0128	.0135
Rutherford	97.0	107.8	11.1	38.5	14.2	1,959,525	76.7	32,912	50,897	766,553	68.4	13,511	19,910	.0377	.0427
Sumner	96.3	105.1	9.1	36.8	12.2	1,681,712	66.5	30,791	45,699	563,141	63.0	10,533	15,303	.0334	.0363
Williamson	71.1	82.7	16.3	28.0	18.6	1,539,824	74.9	37,309	54,994	490,307	64.2	12,649	17,511	.0280	.0317
Wilson	64.4	71.4	10.9	25.4	13.4	1,095,760	65.8	29,513	43,140	348,729	60.4	9,703	13,729	.0219	.0236
TOTAL METRO COUNTIES	3,175.9	3,270.7	3.0	1,240.7	5.3	52,068,645	55.7	28,397	41,967	30,957,835	51.5	17,348	24,952	1.3003	1.3195
TOTAL STATE	4,793.2	4,941.0	3.1	1,862.0	5.5	72,712,243	55.2	26,550	39,051	40,317,978	51.3	15,100	21,653	1.8077	1.8305
TEXAS															
ABILENE	121.1	130.4	7.7	47.5	10.2	1,935,997	51.8	29,591	40,758	1,719,234	54.3	25,853	36,194	.0569	.0579
Taylor	121.1	130.4	7.7	47.5	10.2	1,935,997	51.8	29,591	40,758	1,719,234	54.3	25,853	36,194	.0569	.0579
AMARILLO	196.6	217.1	10.4	84.0	12.6	3,622,160	54.0	31,528	43,121	1,997,121	45.0	18,460	23,775	.0880	.0889
Potter	106.6	113.8	6.8	44.8	8.5	1,468,708	40.7	25,273	32,784	1,424,625	43.8	23,980	31,800	.0488	.0469
Randall	90.0	103.3	14.8	39.2	17.7	2,153,452	64.6	39,285	54,935	572,496	48.0	11,614	14,604	.0392	.0420
AUSTIN	690.1	833.9	20.8	324.3	23.8	15,288,943	75.5	33,259	47,144	7,202,736	62.7	16,902	22,210	.3079	.3504
Hays	51.0	60.0	17.6	19.7	21.6	847,834	73.3	30,198	43,037	324,248	56.9	12,761	16,459	.0173	.0194
Travis	529.8	633.9	19.6	258.4	23.2	12,231,214	74.9	33,327	47,334	6,193,515	62.4	18,182	23,969	.2508	.2839
Williamson	109.3	140.0	28.1	46.2	28.3	2,209,895	79.3	34,240	47,833	684,973	68.3	11,305	14,826	.0398	.0471
BEAUMONT - PORT ARTHUR	394.7	409.5	3.7	148.4	5.5	6,737,223	46.0	32,807	45,399	3,360,155	40.0	17,057	22,643	.1669	.1600
Hardin	46.7	51.9	11.1	17.5	11.5	695,735	48.2	29,900	39,756	241,491	36.4	11,279	13,799	.0161	.0157
Jefferson	257.9	262.5	1.8	97.7	3.7	4,464,053	44.2	32,872	45,691	2,424,309	38.2	18,625	24,814	.1145	.1083
Orange	90.1	95.1	5.5	33.2	7.8	1,577,435	50.2	34,091	47,513	694,355	48.3	15,205	20,914	.0363	.0360
BRAZORIA	204.6	236.4	15.5	78.2	17.4	4,257,293	63.3	39,147	54,441	1,430,814	52.5	14,090	18,297	.0837	.0897
Brazoria	204.6	236.4	15.5	78.2	17.4	4,257,293	63.3	39,147	54,441	1,430,814	52.5	14,090	18,297	.0837	.0897
BROWNSVILLE - HARLINGEN	242.5	271.0	11.8	78.2	13.3	2,630,841	56.9	24,305	33,642	2,132,381	59.0	19,431	27,268	.0790	.0833
Cameron	242.5	271.0	11.8	78.2	13.3	2,630,841	56.9	24,305	33,642	2,132,381	59.0	19,431	27,268	.0790	.0833
BRYAN - COLLEGE STATION	112.7	129.6	15.0	48.4	19.2	2,206,924	73.7	31,301	45,598	1,237,774	67.3	18,227	25,574	.0480	.0542
Brazos	112.7	129.6	15.0	48.4	19.2	2,206,924	73.7	31,301	45,598	1,237,774	67.3	18,227	25,574	.0480	.0542
CORPUS CHRISTI	363.4	394.5	8.6	131.7	10.7	5,542,709	51.6	30,722	42,086	3,304,815	47.2	18,861	25,094	.1438	.1442
Nueces	299.1	324.9	8.6	109.8	10.8	4,734,088	53.3	31,161	43,116	2,920,175	48.2	19,880	26,595	.1224	.1236
San Patricio	64.3	69.6	8.2	21.9	10.1	808,621	42.4	28,534	36,923	384,640	40.2	13,785	17,563	.0214	.0206



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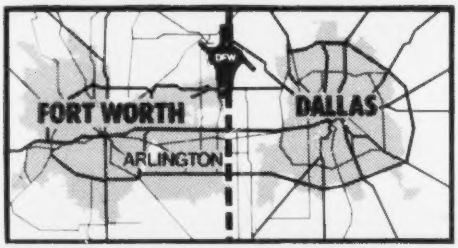
S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/85 Total Pop (Thous.)	12/31/90 Total Pop (Thous.)	% Change 1985–1990	12/31/90 Total Households (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
TEXAS (cont.)															
DALLAS	**2,296.0**	**2,610.6**	**13.7**	**993.9**	**15.8**	**51,910,100**	**63.2**	**37,069**	**52,229**	**25,354,960**	**55.0**	**19,067**	**25,511**	**1.1108**	**1.1852**
Collin	198.5	249.2	25.5	81.9	27.0	5,380,510	83.3	45,504	65,696	2,052,706	81.9	17,492	25,064	0932	.1129
Dallas	1,764.4	1,956.0	10.9	770.8	13.6	39,033,058	58.7	36,246	50,640	20,945,765	52.4	20,254	27,174	.8815	.9176
Denton	191.2	237.4	24.2	84.6	26.5	4,909,062	81.4	40,451	58,027	1,406,008	61.3	13,031	16,619	.0830	.0971
Ellis	71.3	82.1	15.1	27.3	14.7	1,198,970	60.5	31,381	43,918	455,194	55.5	12,302	16,674	.0257	.0273
Kaufman	48.4	56.8	17.4	19.0	15.9	798,224	61.1	30,218	42,012	349,728	49.9	14,228	18,407	.0179	.0189
Rockwall	22.2	29.1	31.1	10.3	32.1	590,276	81.7	41,653	57,308	145,559	64.6	11,339	14,132	.0095	.0114
DALLAS - FORT WORTH CONSOLIDATED AREA	***3,471.5***	***3,973.3***	***14.5***	***1,506.0***	***16.8***	***77,029,050***	***64.2***	***36,369***	***51,148***	***37,327,561***	***55.2***	***18,645***	***24,786***	***1.6434***	***1.7621***
EL PASO	**545.5**	**604.4**	**10.8**	**182.5**	**12.5**	**7,106,777**	**55.8**	**28,130**	**38,941**	**3,642,753**	**47.7**	**15,205**	**19,960**	**.1797**	**.1841**
El Paso	545.5	604.4	10.8	182.5	12.5	7,106,777	55.8	28,130	38,941	3,642,753	47.7	15,205	19,960	.1797	.1841
FORT WORTH - ARLINGTON	**1,175.5**	**1,362.7**	**15.9**	**512.1**	**18.6**	**25,118,950**	**66.3**	**34,980**	**49,051**	**11,972,601**	**55.7**	**17,807**	**23,379**	**.5326**	**.5769**
Johnson	90.0	110.1	22.3	38.3	23.2	1,688,242	70.7	31,805	44,079	656,530	65.0	12,791	17,142	.0338	.0380
Parker	55.6	65.7	18.2	23.8	20.2	1,069,151	68.1	32,131	44,922	343,057	51.1	11,464	14,414	.0209	.0227
Tarrant	1,029.9	1,186.9	15.2	450.0	18.2	22,361,557	65.9	35,387	49,692	10,973,014	55.4	18,547	24,384	.4779	.5162
GALVESTON - TEXAS CITY	**218.1**	**238.1**	**9.2**	**87.7**	**11.3**	**4,120,641**	**53.8**	**34,007**	**46,986**	**1,984,374**	**52.5**	**16,510**	**22,627**	**.0940**	**.0961**
Galveston	218.1	238.1	9.2	87.7	11.3	4,120,641	53.8	34,007	46,986	1,984,374	52.5	16,510	22,627	.0940	.0961
HOUSTON	**3,211.0**	**3,637.0**	**13.3**	**1,351.2**	**15.6**	**66,960,793**	**56.8**	**36,532**	**49,557**	**31,822,760**	**47.0**	**18,517**	**23,551**	**1.4943**	**1.5375**
Fort Bend	196.8	258.9	31.6	83.8	35.4	4,885,891	85.5	42,546	58,304	995,107	68.4	9,548	11,875	.0761	.0927
Harris	2,755.4	3,060.9	11.1	1,162.2	13.8	57,382,998	54.3	36,392	49,374	28,903,688	45.7	19,420	24,870	1.3193	1.3364
Liberty	57.1	66.1	15.8	23.3	17.1	955,967	61.7	29,710	41,029	488,824	56.0	15,749	20,980	.0220	.0236
Montgomery	177.9	224.0	25.9	73.9	26.8	3,377,672	63.4	35,447	45,706	960,616	52.6	10,800	12,999	.0652	.0715
Waller	23.8	27.1	13.9	8.0	14.3	358,265	58.4	32,307	44,783	474,525	77.9	38,115	59,316	.0117	.0133
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	***3,633.7***	***4,111.5***	***13.1***	***1,517.1***	***15.4***	***75,338,727***	***57.0***	***36,513***	***49,660***	***35,237,948***	***47.5***	***18,172***	***23,227***	***1.6720***	***1.7233***
KILLEEN - TEMPLE	**234.0**	**252.9**	**8.1**	**82.3**	**9.7**	**3,594,830**	**56.2**	**30,691**	**43,680**	**1,630,241**	**51.9**	**14,308**	**19,809**	**.0839**	**.0859**
Bell	170.0	183.2	7.8	63.6	8.7	2,455,274	50.8	27,827	38,605	1,452,534	52.0	16,330	22,839	.0638	.0644
Coryell	64.0	69.7	8.9	18.7	13.3	1,139,556	69.1	40,844	60,939	177,707	50.9	7,137	9,503	.0201	.0215
LAREDO	**118.5**	**135.9**	**14.7**	**36.5**	**16.2**	**1,094,401**	**54.2**	**22,609**	**29,984**	**1,716,300**	**76.7**	**30,936**	**47,022**	**.0433**	**.0484**
Webb	118.5	135.9	14.7	36.5	16.2	1,094,401	54.2	22,609	29,984	1,716,300	76.7	30,936	47,022	.0433	.0484
LONGVIEW - MARSHALL	**171.5**	**188.8**	**10.1**	**68.7**	**11.0**	**2,983,164**	**55.8**	**30,929**	**43,423**	**1,904,975**	**49.8**	**20,548**	**27,729**	**.0758**	**.0775**
Gregg	113.9	126.7	11.2	47.1	12.7	2,070,272	57.3	31,495	43,955	1,491,948	49.9	23,808	31,676	.0544	.0558

ONE MAJOR MARKET.



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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/85 Total Pop (Thous.)	12/31/90 Total Pop (Thous.)	% Change 1985–1990	12/31/90 Total House-holds (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
TEXAS (Longview, cont.)															
Harrison	57.6	62.1	7.8	21.6	7.5	912,892	52.6	29,753	42,264	413,027	49.3	13,766	19,122	.0214	.0217
LUBBOCK	221.6	230.9	4.2	83.9	6.9	3,282,907	42.3	29,386	39,129	2,138,828	40.0	19,458	25,493	.0925	.0879
Lubbock	221.6	230.9	4.2	83.9	6.9	3,282,907	42.3	29,386	39,129	2,138,828	40.0	19,458	25,493	.0925	.0879
McALLEN - EDINBURG - MISSION	345.9	402.1	16.2	110.9	17.7	3,458,475	60.4	22,893	31,186	2,450,743	52.0	17,121	22,099	.1019	.1080
Hidalgo	345.9	402.1	16.2	110.9	17.7	3,458,475	60.4	22,893	31,186	2,450,743	52.0	17,121	22,099	.1019	.1080
MIDLAND	112.3	139.7	24.4	52.3	27.6	3,065,453	78.6	41,857	58,613	2,031,580	80.0	27,523	38,845	.0642	.0765
Midland	112.3	139.7	24.4	52.3	27.6	3,065,453	78.6	41,857	58,613	2,031,580	80.0	27,523	38,845	.0642	.0765
ODESSA	140.1	162.0	15.6	60.1	18.3	2,855,425	64.5	34,164	47,511	2,290,055	66.4	27,090	38,104	.0723	.0794
Ector	140.1	162.0	15.6	60.1	18.3	2,855,425	64.5	34,164	47,511	2,290,055	66.4	27,090	38,104	.0723	.0794
SAN ANGELO	96.4	106.4	10.4	39.5	12.9	1,750,329	59.7	31,307	44,312	1,109,785	56.3	20,287	28,096	.0429	.0450
Tom Green	96.4	106.4	10.4	39.5	12.9	1,750,329	59.7	31,307	44,312	1,109,785	56.3	20,287	28,096	.0429	.0450
SAN ANTONIO	1,209.2	1,332.6	10.2	459.4	13.0	19,959,458	59.1	30,873	43,447	10,202,282	51.7	16,544	22,208	.4692	.4881
Bexar	1,106.9	1,213.4	9.6	416.5	12.5	18,037,423	58.2	30,800	43,307	9,646,422	51.8	17,162	23,161	.4321	.4480
Comal	46.2	54.8	18.6	20.2	20.2	962,206	70.7	33,562	47,634	286,912	52.4	11,203	14,204	.0180	.0198
Guadalupe	56.1	64.4	14.8	22.7	17.0	959,829	65.3	29,930	42,283	268,948	48.0	9,369	11,848	.0191	.0203
SHERMAN - DENISON	96.5	102.1	5.8	39.6	7.0	1,690,321	50.9	30,277	42,685	808,029	42.1	15,372	20,405	.0402	.0397
Grayson	96.5	102.1	5.8	39.6	7.0	1,690,321	50.9	30,277	42,685	808,029	42.1	15,372	20,405	.0402	.0397
TEXARKANA	120.7	126.2	4.6	47.0	6.3	1,629,755	45.5	25,345	34,676	1,064,580	46.8	16,410	22,651	.0456	.0446
Bowie	81.4	86.1	5.8	32.3	7.7	1,068,259	41.6	25,147	33,073	797,617	47.4	18,035	24,694	.0319	.0309
Miller, Ark	*39.3*	*40.1*	*2.0*	*14.7*	*3.5*	*561,496*	*53.5*	*25,763*	*38,197*	*266,963*	*44.9*	*12,976*	*18,161*	*.0137*	*.0137*
TYLER	151.9	173.2	14.0	64.4	16.2	3,020,298	65.0	33,039	46,899	1,398,433	49.3	16,902	21,715	.0654	.0695
Smith	151.9	173.2	14.0	64.4	16.2	3,020,298	65.0	33,039	46,899	1,398,433	49.3	16,902	21,715	.0654	.0695
VICTORIA	77.7	85.7	10.3	29.9	12.8	1,326,115	55.6	32,159	44,352	853,894	48.3	21,728	28,558	.0341	.0347
Victoria	77.7	85.7	10.3	29.9	12.8	1,326,115	55.6	32,159	44,352	853,894	48.3	21,728	28,558	.0341	.0347
WACO	187.7	202.8	8.0	75.5	9.6	2,916,621	52.9	27,689	38,631	1,601,592	44.6	16,072	21,213	.0734	.0736
McLennan	187.7	202.8	8.0	75.5	9.6	2,916,621	52.9	27,689	38,631	1,601,592	44.6	16,072	21,213	.0734	.0736
WICHITA FALLS	124.8	127.4	2.1	47.1	4.2	1,969,269	43.9	30,285	41,810	1,321,636	45.2	20,136	28,060	.0543	.0524
Wichita	124.8	127.4	2.1	47.1	4.2	1,969,269	43.9	30,285	41,810	1,321,636	45.2	20,136	28,060	.0543	.0524
TOTAL METRO COUNTIES	13,141.3	14,803.8	12.7	5,350.5	15.0	251,474,676	59.8	33,818	47,000	129,418,468	52.1	18,286	24,188	5.7309	6.0059
TOTAL STATE	16,408.7	18,361.3	11.9	6,622.6	14.0	297,169,797	58.3	32,303	44,872	150,368,357	50.9	17,152	22,705	6.8568	7.1294
UTAH															
PROVO - OREM	255.9	286.6	12.0	76.9	11.9	2,526,532	47.8	24,881	32,855	1,173,404	36.5	12,512	15,259	.0702	.0695
Utah	255.9	286.6	12.0	76.9	11.9	2,526,532	47.8	24,881	32,855	1,173,404	36.5	12,512	15,259	.0702	.0695
SALT LAKE CITY - OGDEN	1,044.2	1,159.4	11.0	377.1	12.1	16,404,571	63.5	29,840	43,502	7,978,501	54.1	15,399	21,158	.3771	.4005
Davis	176.0	202.3	14.9	57.1	16.5	2,415,427	61.7	30,477	42,302	1,131,978	63.8	14,108	19,824	.0561	.0609
Salt Lake	707.9	784.5	10.8	261.1	11.9	11,650,156	65.1	30,233	44,620	5,557,979	52.7	15,592	21,287	.2630	.2799
Weber	160.3	172.6	7.7	58.9	9.3	2,338,988	57.5	27,559	39,711	1,288,544	51.9	15,741	21,877	.0580	.0597
TOTAL METRO COUNTIES	1,300.1	1,446.0	11.2	454.0	12.1	18,931,103	61.2	28,999	41,698	9,151,905	51.6	14,910	20,158	.4473	.4700
TOTAL STATE	1,698.8	1,900.5	11.9	589.7	12.3	24,102,781	61.5	28,417	40,873	11,803,728	52.5	14,741	20,016	.5739	.6050
VERMONT															
BURLINGTON	127.8	134.4	5.2	49.0	7.7	2,306,616	56.4	32,408	47,074	1,520,666	54.9	21,576	31,034	.0579	.0599
Chittenden	122.8	129.0	5.0	47.3	8.0	2,240,304	56.8	32,620	47,364	1,507,256	55.2	22,177	31,866	.0565	.0584
Grand Isle	5.0	5.4	8.0	1.7	.0	66,312	44.8	26,934	39,007	13,410	29.5	6,092	7,888	.0014	.0015
TOTAL METRO COUNTIES	127.8	134.4	5.2	49.0	7.7	2,306,616	56.4	32,408	47,074	1,520,666	54.9	21,576	31,034	.0579	.0599
TOTAL STATE	537.8	559.4	4.0	211.3	6.6	8,202,839	52.0	27,235	38,821	5,492,286	51.8	18,259	25,993	.2189	.2204
VIRGINIA															
CHARLOTTESVILLE	121.6	129.1	6.2	49.4	8.6	2,240,290	53.9	31,995	45,350	1,285,332	52.3	18,548	26,019	.0543	.0552
Albemarle	61.1	65.9	7.9	25.1	11.1	1,356,537	59.5	37,621	54,045	414,353	58.7	11,550	16,508	.0258	.0272
Charlottesville city	40.6	41.6	2.5	16.7	3.7	571,796	39.2	25,519	34,239	799,640	48.6	33,430	47,883	.0222	.0216
Fluvanna	11.1	11.9	7.2	4.3	10.3	166,903	56.5	27,339	38,815	38,263	56.7	6,262	8,898	.0035	.0035
Greene	8.8	9.7	10.2	3.3	13.8	145,054	64.7	30,375	43,956	33,076	63.2	6,987	10,023	.0028	.0029
DANVILLE	112.8	113.7	.8	40.7	1.0	1,557,758	42.6	27,110	38,274	666,923	40.5	11,782	16,386	.0390	.0370
Danville city	44.6	43.7	−2.0	16.9	−1.7	622,954	37.2	26,395	36,861	[illegible],032	38.5	20,782	29,292	.0194	.0179
Pittsylvania	68.2	70.0	2.6	23.8	3.0	934,804	46.4	27,642	39,277	171,891	46.5	5,081	7,222	.0196	.0191
LYNCHBURG	145.3	148.7	2.3	51.0	3.0	2,238,905	46.1	30,964	43,900	1,238,783	45.6	17,184	24,290	.0578	.0561
Amherst	30.6	31.9	4.2	10.2	5.2	423,332	47.5	29,589	41,503	170,673	48.5	11,846	16,733	.0102	.0100
Campbell	48.2	50.7	5.2	15.9	3.2	727,508	47.9	31,942	45,755	181,558	47.4	8,000	11,419	.0154	.0152
Lynchburg city	66.5	66.1	−.6	24.9	2.0	1,088,065	44.3	30,894	43,697	886,552	44.7	25,103	35,604	.0322	.0309
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	1,288.4	1,379.6	7.1	469.4	8.6	21,854,448	54.3	32,770	46,558	11,294,022	53.5	17,031	24,061	.5178	.5300
Chesapeake city	132.1	148.0	12.0	48.9	14.0	2,193,076	59.0	32,157	44,848	931,674	60.6	13,527	19,053	.0482	.0510
Gloucester	26.2	31.7	21.0	11.2	20.4	416,617	65.0	27,145	37,198	176,496	61.4	11,755	15,759	.0090	.0100
Hampton city	126.1	128.7	2.1	45.7	4.6	2,122,947	48.5	32,710	46,454	1,523,149	48.6	23,452	33,329	.0579	.0573
James City	24.9	27.1	8.8	9.6	11.6	497,191	59.3	36,289	51,791	172,721	59.0	12,629	17,992	.0099	.0105
Newport News city	152.6	157.6	3.3	57.1	4.6	2,259,155	44.1	28,708	39,565	1,303,281	46.5	16,299	22,825	.0598	.0579
Norfolk city	283.1	275.5	−2.7	92.0	−1.1	4,013,978	40.3	30,757	43,630	2,376,538	40.5	18,187	25,832	.1110	.1035
Poquoson city	10.2	11.4	11.8	3.7	15.6	189,071	60.6	36,783	51,100	46,087	62.6	8,860	12,456	.0035	.0038
Portsmouth city	105.2	104.8	−.4	36.8	.0	1,534,844	43.0	29,173	41,708	775,097	42.6	14,772	21,062	.0396	.0376
Suffolk city	49.2	50.7	3.0	16.8	3.1	740,298	48.0	30,678	44,065	475,251	47.3	19,793	28,289	.0198	.0195
Virginia Beach city	326.6	385.6	18.1	129.9	20.4	6,909,729	70.4	37,591	53,193	2,840,259	70.3	15,460	21,865	.1355	.1531
Williamsburg city	10.9	11.6	6.4	3.7	12.1	191,522	58.8	36,540	51,763	495,170	76.5	84,991	133,830	.0091	.0102

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/85 Total Pop (Thous.)	12/31/90 Total Pop (Thous.)	% Change 1985–1990	12/31/90 Total Households (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
VIRGINIA (Norfolk, cont.)															
York	41.3	46.9	13.6	14.0	12.0	786,020	60.3	39,229	56,144	178,299	59.8	8,927	12,736	.0145	.0156
RICHMOND - PETERSBURG	**813.0**	**858.2**	**5.6**	**307.9**	**6.2**	**14,746,803**	**50.7**	**33,752**	**47,895**	**7,808,329**	**51.0**	**17,835**	**25,360**	**.3535**	**.3546**
Charles City	7.0	7.2	2.8	2.0	.0	78,016	37.3	28,420	39,008	2,359	24.5	948	1,180	.0016	.0015
Chesterfield	169.2	194.6	15.0	63.0	15.0	3,606,100	62.3	40,556	57,240	1,504,020	62.9	16,850	23,873	.0736	.0796
Colonial Heights city	17.4	18.1	4.0	6.0	0	239,057	29.3	30,809	39,843	116,105	35.8	14,246	19,351	.0065	.0059
Dinwiddie	22.0	21.6	−1.8	5.6	−6.7	258,241	33.5	32,247	46,114	38,522	33.1	4,824	6,879	.0059	.0053
Goochland	13.0	14.0	7.7	4.6	12.2	254,617	62.7	38,177	55,352	47,462	61.1	7,186	10,318	.0046	.0048
Hanover	56.5	61.7	9.2	19.7	8.2	1,072,078	54.4	38,159	54,420	463,165	54.2	16,509	23,511	.0235	.0241
Henrico	195.8	209.2	6.8	80.3	8.8	4,207,739	54.5	36,895	52,400	2,279,173	54.6	19,971	28,383	.0965	.0992
Hopewell city	23.5	23.5	0	8.7	0	383,365	43.7	30,658	44,065	176,673	43.0	14,204	20,307	.0095	.0091
New Kent	10.4	11.9	14.4	4.1	13.9	187,366	60.6	32,409	45,699	31,230	50.9	5,747	7,617	.0034	.0038
Petersburg city	40.9	40.8	−.2	15.6	2.6	509,341	37.2	24,423	32,650	511,856	56.7	21,496	32,811	.0171	.0166
Powhatan	15.0	16.7	11.3	4.6	12.2	226,161	59.4	34,603	49,165	41,318	59.5	6,319	8,982	.0043	.0046
Prince George	25.6	24.9	−2.7	5.6	−8.2	289,788	29.4	36,725	51,748	94,294	30.0	11,894	16,838	.0077	.0067
Richmond city	216.7	214.0	−1.2	88.1	.9	3,434,934	41.2	27,866	38,989	2,502,152	42.4	20,132	28,401	.0993	.0934
ROANOKE	**226.6**	**231.4**	**2.1**	**86.2**	**2.0**	**3,574,553**	**41.9**	**29,818**	**41,468**	**1,962,240**	**41.4**	**16,420**	**22,764**	**.0936**	**.0890**
Botetourt	25.1	26.7	6.4	9.1	5.8	338,495	41.3	27,862	37,197	89,545	45.9	7,135	9,840	.0076	.0074
Roanoke	78.1	82.2	5.2	26.5	2.7	1,320,087	43.7	35,608	49,815	429,629	44.9	11,493	16,212	.0292	.0284
Roanoke city	98.6	97.4	−1.2	41.9	1.2	1,533,352	41.1	26,250	36,596	1,201,761	42.5	20,366	28,682	.0457	.0432
Salem city	24.8	25.1	1.2	8.7	.0	382,619	39.3	31,563	43,979	241,305	29.4	21,434	27,736	.0111	.0100
TOTAL METRO COUNTIES	**4,104.5**	**4,397.9**	**7.1**	**1,574.7**	**8.2**	**84,340,114**	**55.0**	**37,389**	**53,559**	**41,101,844**	**54.4**	**18,292**	**26,101**	**1.8843**	**1.9370**
TOTAL STATE	**5,785.0**	**6,143.1**	**6.2**	**2,167.6**	**7.0**	**106,577,257**	**52.8**	**34,426**	**49,168**	**51,717,641**	**53.4**	**16,643**	**23,859**	**2.4511**	**2.4900**
WASHINGTON															
BELLINGHAM	**114.9**	**121.8**	**6.0**	**47.8**	**8.6**	**1,743,281**	**48.4**	**26,706**	**36,470**	**920,625**	**44.1**	**14,521**	**19,260**	**.0442**	**.0436**
Whatcom	114.9	121.8	6.0	47.8	8.6	1,743,281	48.4	26,706	36,470	920,625	44.1	14,521	19,260	.0442	.0436
BREMERTON	**170.4**	**188.4**	**10.6**	**70.8**	**13.8**	**3,064,722**	**60.6**	**30,675**	**43,287**	**1,080,173**	**54.9**	**11,214**	**15,257**	**.0632**	**.0667**
Kitsap	170.4	188.4	10.6	70.8	13.8	3,064,722	60.6	30,675	43,287	1,080,173	54.9	11,214	15,257	.0632	.0667
OLYMPIA	**143.1**	**159.0**	**11.1**	**63.2**	**13.9**	**2,669,479**	**62.7**	**29,562**	**42,239**	**1,242,829**	**62.3**	**13,796**	**19,665**	**.0576**	**.0621**
Thurston	143.1	159.0	11.1	63.2	13.9	2,669,479	62.7	29,562	42,239	1,242,829	62.3	13,796	19,665	.0576	.0621
RICHLAND - KENNEWICK - PASCO	**143.9**	**144.8**	**.6**	**51.7**	**.8**	**2,722,510**	**49.0**	**35,617**	**52,660**	**1,160,619**	**46.5**	**15,448**	**22,449**	**.0617**	**.0603**
Benton	107.4	107.3	−.1	38.2	−.3	2,126,391	48.2	37,465	55,665	799,282	45.0	14,304	20,924	.0465	.0451
Franklin	36.5	37.5	2.7	13.5	3.8	596,119	52.0	30,174	44,157	361,337	49.8	18,554	26,766	.0152	.0152

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S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
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WASHINGTON (cont.)															
SEATTLE	**1,719.7**	**1,819.0**	**5.8**	**743.1**	**8.3**	**39,200,759**	**59.8**	**35,754**	**52,753**	**17,562,519**	**54.0**	**16,618**	**23,634**	**.8259**	**.8601**
King	1,341.5	1,405.0	4.7	583.6	7.3	31,279,180	58.6	36,257	53,597	14,372,705	53.1	17,258	24,628	.6653	.6877
Snohomish	378.2	414.0	9.5	159.5	12.2	7,921,579	64.7	33,832	49,665	3,189,814	58.3	14,168	19,999	.1606	.1724
SEATTLE - TACOMA CONSOLIDATED AREA	***2,241.6***	***2,372.9***	***5.9***	***957.7***	***8.4***	***46,393,882***	***56.0***	***33,669***	***48,443***	***21,554,568***	***52.6***	***15,992***	***22,507***	***1.0206***	***1.0464***
SPOKANE	**357.9**	**371.0**	**3.7**	**148.6**	**6.2**	**4,864,409**	**38.4**	**25,120**	**32,735**	**2,944,907**	**44.1**	**14,612**	**19,818**	**.1365**	**.1292**
Spokane	357.9	371.0	3.7	148.6	6.2	4,864,409	38.4	25,120	32,735	2,944,907	44.1	14,612	19,818	.1365	.1292
TACOMA	**521.9**	**553.9**	**6.1**	**214.6**	**8.9**	**7,193,123**	**38.2**	**26,409**	**33,519**	**3,992,049**	**46.6**	**13,815**	**18,602**	**.1947**	**.1863**
Pierce	521.9	553.9	6.1	214.6	8.9	7,193,123	38.2	26,409	33,519	3,992,049	46.6	13,815	18,602	.1947	.1863
VANCOUVER	**211.7**	**228.2**	**7.8**	**86.9**	**10.4**	**3,674,421**	**57.0**	**29,741**	**42,283**	**1,250,105**	**50.8**	**10,533**	**14,386**	**.0772**	**.0794**

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/85 Total Pop (Thous.)	12/31/90 Total Pop (Thous.)	% Change 1985–1990	12/31/90 Total Households (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
WASHINGTON (Vancouver, cont.)															
Clark	211.7	228.2	7.8	86.9	10.4	3,674,421	57.0	29,741	42,283	1,250,105	50.8	10,533	14,386	.0772	.0794
YAKIMA	**181.7**	**189.6**	**4.3**	**71.5**	**6.7**	**2,368,165**	**43.1**	**24,700**	**33,121**	**1,240,030**	**39.5**	**13,265**	**17,343**	**.0638**	**.0610**
Yakima	181.7	189.6	4.3	71.5	6.7	2,368,165	43.1	24,700	33,121	1,240,030	39.5	13,265	17,343	.0638	.0610
TOTAL METRO COUNTIES	**3,565.2**	**3,7[illegible]5.7**	**5.9**	**1,498.2**	**8.4**	**67,500,869**	**54.1**	**31,696**	**45,055**	**31,393,856**	**51.1**	**15,039**	**20,954**	**1.5248**	**1.5487**
TOTAL STATE	**4,416.7**	**4,659.6**	**5.5**	**1,846.0**	**8.0**	**80,385,618**	**53.2**	**30,707**	**43,546**	**36,967,486**	**49.9**	**14,433**	**20,026**	**1.8340**	**1.8511**
WEST VIRGINIA															
CHARLESTON	**268.7**	**266.1**	**-1.0**	**106.4**	**1.1**	**4,720,724**	**58.1**	**28,389**	**44,368**	**2,392,028**	**47.9**	**15,375**	**22,481**	**.1104**	**.1112**
Kanawha	225.3	218.4	-3.1	88.9	-.9	4,022,683	56.4	28,676	45,250	2,134,939	46.7	16,219	24,015	.0959	.0956
Putnam	43.4	47.7	9.9	17.5	12.9	698,041	68.5	26,727	39,888	257,089	58.2	10,486	14,691	.0145	.0156
HUNTINGTON - ASHLAND	**339.8**	**340.9**	**.3**	**128.4**	**2.6**	**4,367,009**	**44.0**	**24,237**	**34,011**	**2,425,424**	**41.9**	**13,668**	**18,890**	**.1191**	**.1136**
Cabell	105.4	103.6	-1.7	42.1	.7	1,400,066	42.7	23,475	33,256	1,303,515	45.2	21,473	30,962	.0457	.0435
Wayne	47.5	48.3	1.7	17.6	4.1	630,858	59.5	23,405	35,844	187,671	48.2	7,494	10,663	.0137	.0140
Boyd, Ky.	*55.2*	*54.5*	*-1.3*	*20.8*	*1.5*	*707,968*	*33.0*	*25,962*	*34,037*	*479,096*	*38.7*	*16,847*	*23,033*	*.0215*	*.0197*
Carter, Ky.	*28.3*	*27.1*	*3.0*	*9.3*	*5.7*	*284,196*	*53.9*	*20,989*	*30,559*	*118,973*	*38.1*	*9,789*	*12,793*	*.0073*	*.0072*
Greenup, Ky.	*40.4*	*41.4*	*2.5*	*14.1*	*3.7*	*405,805*	*24.2*	*24,029*	*28,780*	*105,438*	*27.1*	*6,100*	*7,478*	*.0109*	*.0095*
Lawrence, Ohio	*65.0*	*66.0*	*1.5*	*24.5*	*4.3*	*938,116*	*53.4*	*26,024*	*38,290*	*230,731*	*34.9*	*7,280*	*9,418*	*.0200*	*.0197*
PARKERSBURG - MARIETTA	**159.0**	**159.0**	**.0**	**60.4**	**2.0**	**2,368,785**	**50.3**	**26,622**	**39,218**	**1,307,716**	**44.5**	**15,292**	**21,651**	**.0608**	**.0594**
Wood	93.0	91.8	-1.3	35.9	.8	1,418,654	52.4	26,142	39,517	816,095	42.7	16,063	22,732	.0367	.0358
Washington, Ohio	*66.0*	*67.2*	*1.8*	*24.5*	*3.8*	*950,131*	*47.2*	*27,344*	*38,781*	*491,621*	*47.4*	*14,129*	*20,066*	*.0241*	*.0236*
STEUBENVILLE - WEIRTON	**156.5**	**149.9**	**-4.2**	**56.7**	**-2.6**	**1,924,673**	**25.3**	**26,403**	**33,945**	**880,807**	**28.6**	**11,768**	**15,535**	**.0552**	**.0472**
Brooke	29.6	28.0	-5.4	10.2	-4.7	334,257	24.9	25,011	32,770	139,156	30.3	9,982	13,643	.0094	.0081
Hancock	39.6	38.6	-2.5	14.9	.0	491,972	27.4	25,914	33,018	245,503	34.9	12,215	16,477	.0142	.0124
Jefferson, Ohio	*87.3*	*83.3*	*-4.6*	*31.6*	*-3.1*	*1,098,444*	*24.4*	*27,084*	*34,761*	*496,148*	*25.3*	*12,150*	*15,701*	*.0316*	*.0267*
WHEELING	**181.9**	**178.1**	**-2.1**	**69.8**	**.0**	**2,619,162**	**43.9**	**26,084**	**37,524**	**1,402,693**	**39.7**	**14,386**	**20,096**	**.0691**	**.0651**
Marshall	41.1	40.5	-1.5	15.1	.0	619,865	53.6	26,723	41,051	196,670	34.2	9,702	13,025	.0138	.0133
Ohio	58.7	56.2	-4.3	22.6	-2.2	870,545	46.4	25,747	38,520	487,722	40.2	15,057	21,581	.0229	.0217
Belmont, Ohio	*82.1*	*81.4*	*-.9*	*32.1*	*1.6*	*1,128,752*	*37.3*	*26,025*	*35,164*	*718,301*	*40.9*	*16,133*	*22,377*	*.0324*	*.0301*
TOTAL METRO COUNTIES	**711.4**	**701.3**	**-1.4**	**275.4**	**.7**	**10,816,224**	**50.9**	**26,213**	**39,275**	**5,852,944**	**44.3**	**14,830**	**21,253**	**.2744**	**.2673**
TOTAL STATE	**1,967.9**	**1,971.9**	**.2**	**748.5**	**2.4**	**26,670,867**	**52.4**	**23,947**	**35,632**	**13,540,280**	**45.3**	**12,750**	**18,090**	**.6761**	**.6660**

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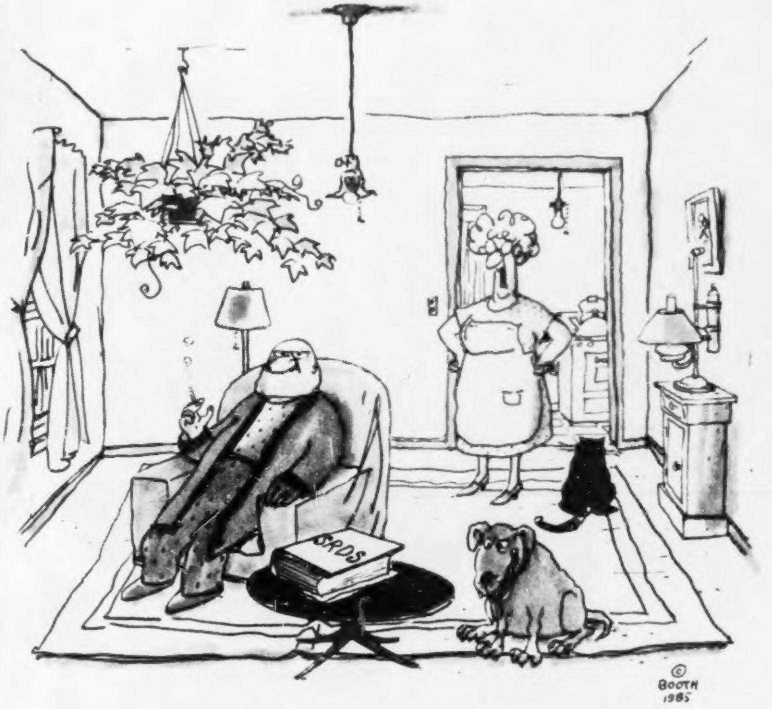

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/85 Total Pop (Thous.)	12/31/90 Total Pop (Thous.)	% Change 1985–1990	12/31/90 Total House-holds (Thous.)	% Change 1985–1990	1990 Total EBI ($000)	% Change 1985–1990	Average Household EBI 1985	Average Household EBI 1990	1990 Total Retail Sales ($000)	% Change 1985–1990	Retail Sales Per Household 1985	Retail Sales Per Household 1990	1985	1990
WISCONSIN															
APPLETON - OSHKOSH - NEENAH	300.8	308.8	2.7	114.5	4.9	5,272,249	52.7	31,654	46,046	2,215,366	44.4	14,067	19,348	.1195	.1186
Calumet	33.6	36.0	7.1	12.3	8.8	555,778	52.2	32,312	45,185	150,387	41.9	9,379	12,227	.0116	.0115
Outagamie	133.2	136.7	2.6	49.6	5.1	2,389,684	55.0	32,667	48,179	1,056,495	43.0	15,656	21,300	.0543	.0543
Winnebago	134.0	136.1	1.6	52.6	4.0	2,326,787	50.5	30,563	44,235	1,008,484	46.2	13,631	19,173	.0536	.0528
EAU CLAIRE	137.8	143.6	4.2	52.5	6.7	2,154,665	55.7	28,132	41,041	1,251,399	53.7	16,544	23,836	.0535	.0550
Chippewa	53.2	54.0	1.5	19.1	4.4	839,136	57.8	29,060	43,934	379,291	53.1	13,541	19,858	.0192	.0198
Eau Claire	84.6	89.6	5.9	33.4	8.1	1,315,529	54.4	27,582	39,387	872,108	54.0	18,323	26,111	.0343	.0352
GREEN BAY	183.2	189.8	3.6	71.3	6.1	3,169,703	52.7	30,892	44,456	1,540,312	45.6	15,741	21,603	.0751	.0747
Brown	183.2	189.8	3.6	71.3	6.1	3,169,703	52.7	30,892	44,456	1,540,312	45.6	15,741	21,603	.0751	.0747
JANESVILLE - BELOIT	139.5	139.3	–.1	52.7	2.1	2,545,398	52.9	32,272	48,300	1,149,840	49.0	14,954	21,819	.0579	.0576
Rock	139.5	139.3	–.1	52.7	2.1	2,545,398	52.9	32,272	48,300	1,149,840	49.0	14,954	21,819	.0579	.0576
KENOSHA	122.5	121.5	–.8	44.7	1.4	2,471,643	54.6	36,261	55,294	895,967	49.3	13,608	20,044	.0517	.0517
Kenosha	122.5	121.5	–.8	44.7	1.4	2,471,643	54.6	36,261	55,294	895,967	49.3	13,608	20,044	.0517	.0517
LA CROSSE	93.6	95.7	2.2	36.1	4.6	1,714,386	58.8	31,298	47,490	878,046	47.2	17,286	24,323	.0397	.0405
La Crosse	93.6	95.7	2.2	36.1	4.6	1,714,386	58.8	31,298	47,490	878,046	47.2	17,286	24,323	.0397	.0405
MADISON	336.7	347.5	3.2	140.4	5.8	6,653,006	55.3	32,274	47,386	3,572,821	52.9	17,611	25,447	.1546	.1576
Dane	336.7	347.5	3.2	140.4	5.8	6,653,006	55.3	32,274	47,386	3,572,821	52.9	17,611	25,447	.1546	.1576
MILWAUKEE	1,401.0	1,399.7	–.1	538.0	2.0	25,889,515	46.9	33,402	48,122	11,176,509	42.7	14,838	20,774	.5994	.5778
Milwaukee	942.4	919.3	–2.5	373.2	–.2	16,051,282	41.0	30,437	43,010	7,724,382	40.1	14,738	20,698	.4000	.3737
Ozaukee	70.8	74.0	4.5	26.0	7.0	1,666,610	59.8	42,928	64,100	534,336	55.9	14,102	20,551	.0319	.0333
Washington	91.3	96.6	5.8	32.6	7.9	1,554,891	50.4	34,234	47,696	476,553	42.0	11,114	14,618	.0332	.0329
Waukesha	296.5	309.8	4.5	106.2	7.1	6,616,732	58.8	41,994	62,304	2,441,238	48.9	16,529	22,987	.1343	.1379
MILWAUKEE - RACINE CONSOLIDATED AREA	*1,575.2*	*1,574.6*	*.0*	*602.6*	*2.0*	*28,799,748*	*46.4*	*33,310*	*47,792*	*12,277,583*	*41.8*	*14,661*	*20,374*	*.6681*	*.6418*
RACINE	174.2	174.9	.4	64.6	2.7	2,910,233	42.2	32,543	45,050	1,101,074	32.9	13,172	17,044	.0687	.0640
Racine	174.2	174.9	.4	64.6	2.7	2,910,233	42.2	32,543	45,050	1,101,074	32.9	13,172	17,044	.0687	.0640
SHEBOYGAN	101.6	101.7	.1	38.1	2.7	1,809,375	53.1	31,863	47,490	629,609	41.9	11,963	16,525	.0391	.0384
Sheboygan	101.6	101.7	.1	38.1	2.7	1,809,375	53.1	31,863	47,490	629,609	41.9	11,963	16,525	.0391	.0384
WAUSAU	114.9	117.5	2.3	43.0	4.6	1,759,990	48.4	28,862	40,930	774,198	44.1	13,070	18,005	.0422	.0414
Marathon	114.9	117.5	2.3	43.0	4.6	1,759,990	48.4	28,862	40,930	774,198	44.1	13,070	18,005	.0422	.0414
TOTAL METRO COUNTIES	3,196.1	3,232.2	1.1	1,229.8	3.4	57,898,861	50.1	32,418	47,080	25,753,019	45.1	14,912	20,941	1.3350	1.3111
TOTAL STATE	4,818.0	4,902.1	1.7	1,853.0	4.1	80,464,612	49.3	30,286	43,424	36,063,376	44.3	14,040	19,462	1.9001	1.8580
WYOMING															
CASPER	76.4	79.7	4.3	30.8	6.9	1,444,681	47.0	34,122	46,905	788,261	40.5	19,486	25,593	.0361	.0347
Natrona	76.4	79.7	4.3	30.8	6.9	1,444,681	47.0	34,122	46,905	788,261	40.5	19,486	25,593	.0361	.0347
CHEYENNE	73.6	77.7	5.6	30.9	8.8	1,302,090	56.3	29,325	42,139	834,768	55.5	18,899	27,015	.0325	.0335
Laramie	73.6	77.7	5.6	30.9	8.8	1,302,090	56.3	29,325	42,139	834,768	55.5	18,899	27,015	.0325	.0335
TOTAL METRO COUNTIES	150.0	157.4	4.9	61.7	7.9	2,746,771	51.3	31,740	44,518	1,623,029	47.8	19,195	26,305	.0686	.0682
TOTAL STATE	516.4	554.2	7.3	207.3	9.4	9,594,233	60.0	31,650	46,282	5,680,841	57.2	19,074	27,404	.2277	.2390

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

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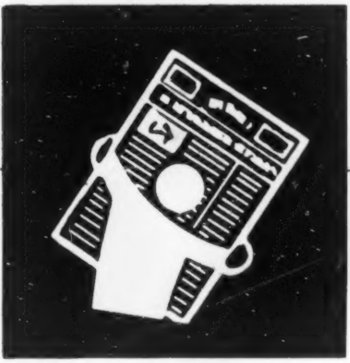

Data in this Survey of Buying Power—Part II have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

HOUSEHOLDS

Market	(Thous.)	Rank
New York, N.Y.	5,316.2	1
Los Angeles - Long Beach, Cal.	3,926.7	2
Chicago, Ill.	2,615.8	3
Detroit, Mich.	1,886.6	4
Philadelphia, Pa.	1,780.8	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1,531.6	6
San Francisco, Cal.	1,526.2	7
Houston, Tex.	1,397.5	8
Washington, D.C.	1,363.9	9
St. Louis, Mo.	971.2	10
Newark, N.J.	969.5	11
Minneapolis - St. Paul, Minn.	932.9	12
Pittsburgh, Pa.	894.1	13
Denver, Colo.	889.6	14
Nassau - Suffolk, N.Y.	873.6	15
Dallas, Tex.	858.1	16
Tampa - St. Petersburg - Clearwater, Fla.	851.7	17
Atlanta, Ga.	844.4	18
Baltimore, Md.	804.4	19
San Diego, Cal.	786.5	20
Phoenix, Ariz.	777.2	21
Anaheim - Santa Ana, Cal.	755.0	22
Oakland, Cal.	736.1	23
Seattle, Wash.	716.0	24
Cleveland, Ohio	715.2	25
Miami - Hialeah, Fla.	696.6	26
Riverside - San Bernardino, Cal.	685.1	27
Cincinnati, Ohio	619.0	28
Kansas City, Mo.-Kans.	614.7	29
Milwaukee, Wisc.	534.0	30
Portland, Ore.	525.8	31
New Orleans, La.	508.5	32
Sacramento, Cal.	508.1	33
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	492.0	34
San Jose, Cal.	488.2	35
Norfolk - Virginia Beach - Newport News, Va.	477.3	36
Bergen - Passaic, N.J.	476.7	37
San Antonio, Tex.	471.3	38
Fort Worth - Arlington, Tex.	463.4	39
Indianapolis, Ind.	460.0	40
Buffalo, N.Y.	454.7	41
Oklahoma City, Okla.	447.7	42
Columbus, Ohio	443.0	43
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	434.5	44
Louisville, Ky.	432.6	45
Greensboro - Winston-Salem - High Point, N.C.	409.9	46
Omaha, Neb.	401.6	47
Des Moines, Iowa	400.8	48
Dayton - Springfield, Ohio	400.4	49
Hartford - New Britain - Middletown - Bristol, Conn.	394.1	50
Salt Lake City - Ogden, Utah	386.9	51
Orlando, Fla.	377.6	52
Richmond - Petersburg, Va.	362.4	53
Little Rock - North Little Rock, Ark.	361.8	54
Monmouth - Ocean, N.J.	354.1	55
Providence - Pawtucket - Woonsocket, R.I.	353.0	56
Rochester, N.Y.	351.9	57
Nashville, Tenn.	351.7	58
New Haven - Waterbury - Meriden, Conn.	344.6	59
Memphis, Tenn.	343.7	60
Tulsa, Okla.	324.6	61
Jacksonville, Fla.	321.7	62
West Palm Beach - Boca Raton - Delray Beach, Fla.	321.3	63
Birmingham, Ala.	320.0	64
Albany - Schenectady - Troy, N.Y.	315.5	65
Austin, Tex.	301.8	66
Honolulu, Haw.	298.5	67
Tucson, Ariz.	295.5	68
Middlesex - Somerset - Hunterdon, N.J.	292.6	69
Bridgeport - Stamford - Norwalk - Danbury, Conn.	292.5	70
Greenville - Spartanburg, S.C.	290.8	71
Knoxville, Tenn.	289.6	72
Raleigh - Durham, N.C.	283.1	73
Syracuse, N.Y.	266.1	74
Toledo, Ohio	254.9	75
Allentown - Bethlehem, Pa.	249.9	76
Worcester - Fitchburg - Leominster, Mass.	241.8	77
Scranton - Wilkes-Barre, Pa.	240.0	78
Akron, Ohio	233.9	79
Fresno, Cal.	232.8	80
Las Vegas, Nev.	230.8	81
Gary - Hammond, Ind.	228.4	82
Johnson City - Kingsport - Bristol, Tenn.	228.2	83
Spokane, Wash.	227.0	84
Grand Rapids, Mich.	226.2	85
Sarasota, Fla.	224.8	86
Harrisburg - Lebanon - Carlisle, Pa.	220.7	87
Baton Rouge, La.	218.5	88
Madison, Wisc.	217.1	89
Springfield, Mass.	213.3	90
Jersey City, N.J.	212.7	91
Wilmington, Del.	207.7	92
Wichita, Kans.	207.4	93
Albuquerque, N.M.	205.3	94
Columbia, S.C.	202.4	95
Oxnard - Ventura, Cal.	200.5	96
Tacoma, Wash.	197.1	97
Lexington-Fayette, Ky.	195.3	98
Roanoke, Va.	193.9	99
Youngstown - Warren, Ohio	190.4	100
Mobile, Ala.	185.3	101
New Bedford - Fall River - Attleboro, Mass.	179.5	102
Charleston, S.C.	177.6	103
Shreveport, La.	176.7	104
Charleston, W.Va.	176.2	105
Chattanooga, Tenn.	173.5	106
Fort Wayne, Ind.	171.0	107
Bakersfield, Cal.	169.5	108
Davenport - Rock Island - Moline, Iowa-Ill.	167.9	109
Portland, Me.	166.5	110
Beaumont - Port Arthur, Tex.	165.1	111
El Paso, Tex.	164.0	112
Peoria, Ill.	161.8	113
Augusta, Ga.	160.1	114
Flint, Mich.	158.5	115
Lake County, Ill.	156.6	116
Corpus Christi, Tex.	156.3	117
Saginaw - Bay City - Midland, Mich.	150.7	118
Lansing - East Lansing, Mich.	150.6	119
Stockton, Cal.	149.9	120
Jackson, Miss.	148.3	121
Macon - Warner Robins, Ga.	148.0	122
Evansville, Ind.	144.9	123
Lubbock, Tex.	142.9	124
Appleton - Oshkosh - Neenah, Wisc.	140.7	125
Amarillo, Tex.	140.3	126
Daytona Beach, Fla.	139.6	127
Bangor, Me.	139.2	128
Lancaster, Pa.	138.8	129
Canton, Ohio	138.8	129
Melbourne - Titusville - Palm Bay, Fla.	138.7	131
Colorado Springs, Colo.	135.2	132
Lakeland - Winter Haven, Fla.	135.1	133
Santa Rosa - Petaluma, Cal.	134.5	134
Binghamton, N.Y.	131.6	135
Duluth, Minn.	131.0	136
Lincoln, Neb.	128.9	137
South Bend - Mishawaka, Ind.	128.6	138
Asheville, N.C.	127.2	139
Joliet, Ill.	125.6	140
Reno, Nev.	125.5	141
York, Pa.	125.1	142
Montgomery, Ala.	124.9	143
Santa Barbara - Santa Maria - Lompoc, Cal.	124.7	144
Reading, Pa.	124.5	145
Manchester - Nashua, N.H.	123.1	146
Savannah, Ga.	123.0	147
Rockford, Ill.	122.1	148
Aurora - Elgin, Ill.	121.9	149
Pensacola, Fla.	120.3	150
Atlantic City, N.J.	118.8	151
Springfield, Ill.	118.2	152
Anchorage, Alas.	118.0	153
Orange County, N.Y.	117.7	154
Billings, Mont.	117.6	155
Utica - Rome, N.Y.	115.7	156
Fort Myers - Cape Coral, Fla.	112.6	157
Trenton, N.J.	111.7	158
Springfield, Mo.	111.5	159
Anderson, S.C.	110.6	160
Salinas - Seaside - Monterey, Cal.	109.0	161
Modesto, Cal.	107.7	162
Kalamazoo, Mich.	104.8	163
Eugene - Springfield, Ore.	104.3	164
Erie, Pa.	103.3	165
Cedar Rapids, Iowa	103.3	165
Topeka, Kans.	99.7	167
Ann Arbor, Mich.	98.4	168
Boise, Ida.	97.9	169
Hamilton - Middletown, Ohio	96.8	170
Tallahassee, Fla.	96.7	171
Bloomington - Normal, Ill.	96.6	172
Johnstown, Pa.	95.9	173
Lorain - Elyria, Ohio	95.4	174
Columbus, Ga.	95.0	175
Sioux City, Iowa	94.7	176
Salem, Ore.	94.6	177
Mcallen - Edinburg - Mission, Tex.	94.2	178
Waco, Tex.	94.1	179
Fargo - Moorhead, N.D.-Minn.	92.1	180
Abilene, Tex.	91.2	181
Fayetteville, N.C.	90.6	182
Gainesville, Fla.	90.0	183
New London - Norwich, Conn.	89.2	184
Wheeling, W.Va.	88.5	185
Waterloo - Cedar Falls, Iowa	88.0	186
Poughkeepsie, N.Y.	87.6	187
Lake Charles, La.	87.4	188
Pueblo, Colo.	85.9	189
Benton Harbor, Mich.	85.8	190
Green Bay, Wisc.	85.4	191
Boulder - Longmont, Colo.	85.2	192
Tupelo, Miss.	82.8	193
Santa Cruz, Cal.	82.6	194
Huntington - Ashland, W.Va.-Ky.	82.2	195
Tyler, Tex.	81.2	196
Champaign - Urbana - Rantoul, Ill.	81.2	196
Niagara Falls, N.Y.	80.1	198
Sioux Falls, S.D.	79.8	199
Watertown, N.Y.	79.7	200
Fort Smith, Ark.	79.1	201
Wichita Falls, Tex.	79.0	202
Huntsville, Ala.	79.0	202
Eau Claire, Wisc.	79.0	202
Galveston - Texas City, Tex.	78.8	205
Vancouver, Wash.	78.7	206
St. Joseph, Mo.	78.5	207
Janesville - Beloit, Wisc.	78.5	207
Alexandria, La.	78.0	209
Terre Haute, Ind.	77.2	210
Jackson, Tenn.	77.0	211
Chico, Cal.	75.9	212
Burlington, Vt.	75.5	213
Bradenton, Fla.	75.5	213
Hutchinson, Kans.	74.2	215
Brownsville - Harlingen, Tex.	73.9	216
Biloxi - Gulfport, Miss.	73.8	217
Beaver County, Pa.	73.4	218
Grand Forks, N.D.	72.5	219
Hyannis, Mass.	71.5	220
Beckley, W.Va.	71.4	221
Decatur, Ill.	71.3	222
Provo - Orem, Utah	70.5	223
San Luis Obispo, Cal.	70.4	224
Joplin, Mo.	69.8	225
Waterville, Me.	69.6	226
Muncie, Ind.	69.3	227
Wilmington, N.C.	68.7	228
Lynchburg, Va.	68.6	229
Parkersburg - Marietta, W.Va.-Ohio	68.5	230
Tuscaloosa, Ala.	68.2	231
Odessa, Tex.	67.8	232
Killeen - Temple, Tex.	67.4	233
Yakima, Wash.	67.0	234
Monroe, La.	66.7	235
Lewiston - Auburn, Me.	66.7	235
Ocala, Fla.	65.3	237
Carbondale, Ill.	65.0	238
Muskegon, Mich.	63.9	239
Florence, S.C.	63.9	239
Florence, Ala.	63.9	239
La Crosse, Wisc.	63.6	242
Sunbury, Pa.	63.0	243
Racine, Wisc.	62.9	244
Pottsville, Pa.	62.9	244
Lafayette - West Lafayette, Ind.	62.7	246
Bremerton, Wash.	62.2	247
Wenatchee, Wash.	61.4	248
Albany, Ga.	61.4	248
Anniston, Ala.	61.3	250
Lafayette, La.	60.8	251
Great Falls, Mont.	59.5	252
Longview - Marshall, Tex.	59.3	253
San Angelo, Tex.	59.2	254
Owensboro, Ky.	58.8	255
Victoria, Tex.	58.6	256
Rapid City, S.D.	58.2	257
Dubuaue, Iowa	58.0	258
Charlottesville, Va.	56.3	259
Rochester, Minn.	56.2	260
Olean, N.Y.	55.8	261
Elmira, N.Y.	55.6	262
Olympia, Wash.	55.5	263
Missoula, Mont.	55.4	264
Jamestown, N.Y.	55.1	265
Butler, Pa.	55.1	265
Redding, Cal.	54.9	267
Pittsfield, Mass.	54.7	268
Medford, Ore.	52.6	269
Quincy, Ill.	52.4	270
Salina, Kans.	52.3	271
Paducah, Ky.	52.3	271
Elkhart - Goshen, Ind.	52.3	271
Wausau, Wisc.	51.9	274
Bryan - College Station, Tex.	51.9	274
Lima, Ohio	51.6	276
Battle Creek, Mich.	51.6	276
Richland - Kennewick - Pasco, Wash.	51.3	278
Jackson, Mich.	51.3	278
Altoona, Pa.	51.0	280
Kankakee, Ill.	49.6	281
Texarkana, Tex.-Ark.	49.2	282
Naples, Fla.	49.2	282
Sandusky, Ohio	49.0	284
Anderson, Ind.	48.6	285
Mansfield, Ohio	48.5	286
Fort Walton Beach, Fla.	48.4	287
Mankato, Minn.	48.0	288
Bismarck, N.D.	47.9	289
Myrtle Beach, S.C.	47.6	290
Bluefield, W.Va.	47.6	290
Panama City, Fla.	47.2	292
Grand Junction, Colo.	47.2	292
Sharon, Pa.	47.0	294
Gadsden, Ala.	46.5	295
Decatur, Ala.	46.5	295
Salisbury, Md.	45.6	297
Fredericksburg, Va.	44.9	298
St. Cloud, Minn.	44.8	299
Kenosha, Wisc.	44.1	300
Williamsport, Pa.	44.0	301
Wooster, Ohio	43.8	302
Minot, N.D.	43.5	303
Danville, Ill.	43.2	304
Bloomington, Ind.	42.4	305
Hickory, N.C.	42.0	306
Casper, Wyo.	41.6	307
Lawton, Okla.	41.1	308
Hagerstown, Md.	40.5	309
Danville, Va.	40.3	310
Glens Falls, N.Y.	40.0	311
Cumberland, Md.	39.6	312
Dover, Ohio	39.0	313
Enid, Okla.	38.5	314
Kokomo, Ind.	38.4	315
Burlington, N.C.	38.2	316
Harrisonburg, Va.	37.4	317
Sheboygan, Wisc.	37.1	318
Grand Island, Neb.	35.4	319
Portsmouth - Dover - Rochester, N.H.	32.7	320
Clarksburg, W.Va.	32.4	321
Longview, Wash.	31.8	322
Findlay, Ohio	24.5	323

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1985									% Hslds. Cov. Total Area
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-motive ($000)	Drug ($000)	
1	2		3	4	5					6

1 To qualify as a **Newspaper Market,** a city must have at least one daily newspaper with a minimum paid circulation of 25,000. If wo or more qualifying cities are in the same metropolitan area, or n the same nonmetro county, they are combined into a multiple newspaper market. The name of the market for newspapers of a metropolitan area is the metro area name. Each county in a newspaper market is one in which the combined qualified newspapers penetrate 20% or more of the households. Three types of counties are included: (1) *home county,* which indentifies the ocation of the newspapers; (2) *dominant counties,* where the newspaper household penetration is 50% or more; and (3) *effecive counties,* where coverage ranges from 20% to 49%. This classification provides a guide for focussing on the newspapers' strongest coverage areas, as well as for determining where addiional support may be needed to achieve a desired penetration evel. As a further aid to sales targeting, the home-county name is epeated as a dominant or effective county, depending upon its penetration rate. The name of a home county with less than 20% coverage is repeated after the words "Under 20%."

The data source is the Audit Bureau of Circulation's data bank, which includes the audited statements of individual newspapers as of May 1986.

2 **Population** is the number of **persons** living in the newspaper market as of 12/31/85. It includes people living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes transients and ourists. **Households** are units made up of the people occupying a single housing unit under the rules of the 1980 Census of Population and Housing—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household.

Caution: Although a county's population total will include all the people in the area, the household total will not do so because it excludes those living in group quarters. Thus if you calculate average Effective Buying Income per household, it must be recognized that this indicator does include the income of people not iving in households.

3 **Effective Buying Income (EBI),** a classification developed exclusively by Sales and Marketing Management, is personal ncome less personal tax and nontax payments. Personal income s the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' ncome, rental income (which includes inputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corpoations, personal interest income from all sources, and transfer payments (such as pension and welfare assistance). Deducted rom this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contribuions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military, diplomatic, and business personnel stationed overseas is deducted from this total to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income groups, as reported in the July 28 *Survey of Buying Power,* should be considered.

4 **Total Retal Sales** are all net sales (minus refunds, allowances for returns, and taxes) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted. In line with new Census Bureau policy, Total Retail Sales no longer includes: (1) sales and other taxes collected from customers, and (2) carrying charges of other charges for credit. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas, as well as purchases by nonhousehold units such as businesses, and the inhabitants of group quarters. They are actually a measure of the drawing power of local retail establishments.

The **Total Retail Sales** figure includes store types not listed in the 1986 Survey. Thus the arithmetic difference between Total Retail Sales and the aggregate sales of the major store types detailed in the *Survey* represents sales of "All Other Stores," so to speak.

5 Individual **retail store groups** are considered as channels of distribution in local markets. Thus the retail sales total of the particular store group through which your product moves is useful in analyzing the relative importance of that distribution channel. Bear in mind that the retail sales total of a store type represents the cumulative sales of all products and/or services handled by the store, and not just the type of products associated with the store type. That is, food stores sell more than food products, and drugstores sell more than health and beauty aids.

Separate sales totals are provided for (1) *food stores,* which sell food primarily for home consumption; (2) *general merchandise* stores, which include department, limited-price variety, and general merchandise stores; (3) *furniture, home furnishings, and appliance stores (FHA)*; (4) *automotive dealers* which include those selling domestic and imported cars, new and used, and stores selling tires, batteries, and accessories; and (5) *drugstores,* which include proprietary stores.

6 Individual county newspaper circulation totals are added and expressed as a **percentage of all households covered** in the market. In multiple-newspaper markets, circulations of all qualifying papers are combined. In such markets, however, the coverage ratio is only a general guide because it is impossible to measure the degree of circulation duplication that may exist.

NOTE: There are no U.S. totals for S&MM's newspaper markets because the number of duplicate counties—that is, the same county that is part of more than one newspaper market—would make such a total meaningless.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE	S&MM ESTIMATES 1985									% Hslds. Cov. Total Area
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
ALABAMA										
ANNISTON (Calhoun) . . . **Over 50%:** Calhoun; **20 - 49%:** Clay, Cleburne, Randolph.	172.8	61.3	1,436,032	582,787	131,058	71,102	24,277	134,385	24,755	47.7
BIRMINGHAM (Jefferson) . . . **Over 50%:** Jefferson, **20 - 49%:** Blount, St. Clair, Shelby	849.5	320.0	8,717,743	4,223,864	921,119	452,088	235,511	1,026,665	166,208	56.3
DECATUR (Morgan) . . . **Over 50%:** Morgan; **20 - 49%:** Lawrence.	128.4	46.5	1,168,445	541,324	118,946	71,864	24,524	125,492	21,745	48.5
FLORENCE (Lauderdale) . . . **Over 50%:** Colbert, Lauderdale; **20 - 49%:** Franklin.	170.6	63.9	1,513,807	762,638	148,177	114,254	31,313	203,448	22,348	47.7
GADSDEN (Etowan) . . . **Over 50%:** Etowah, **20 - 49%:** Cherokee.	125.2	46.5	1,029,766	468,703	121,308	60,909	19,610	96,348	17,329	55.8
HUNTSVILLE (Madison) . . . **Over 50%:** Madison.	213.1	79.0	2,560,999	1,153,216	214,041	160,248	66,096	298,794	32,267	68.3
MOBILE (Mobile) . . . **Over 50%:** Mobile; **20 - 49%:** Baldwin, Clarke, Washington.	518.9	185.3	5,043,876	2,695,170	643,629	337,258	129,144	618,769	122,543	50.5
MONTGOMERY (Montgomery) . . . **Over 50%:** Montgomery; **20 - 49%:** Autauga, Bullock, Butler, Elmore, Macon.	352.6	124.9	3,324,619	1,685,181	345,535	218,379	66,042	429,806	71,759	43.9
TUSCALOOSA (Tuscaloosa) . . . **20 - 49%:** Greene, Hale, Pickens, Tuscaloosa.	192.1	68.2	1,574,487	839,008	212,590	106,404	34,858	176,205	28,460	40.5
ALASKA										
ANCHORAGE (Anchorage) . . . **Over 50%:** Anchorage, Matanuska-Susitna; **20 - 49%:** Bristol Bay, Kenai Peninsula, North Slope, Valdez-Cordova.	328.4	118.0	4,987,105	3,055,289	543,833	347,942	138,932	529,001	113,802	73.9
ARIZONA										
PHOENIX (Maricopa) . . . **Over 50%:** Maricopa; **20 - 49%:** Gila, Greenlee, La Paz, Pinal.	2,006.8	777.2	23,308,622	12,285,821	2,785,344	1,379,552	749,491	2,477,128	519,919	49.2
TUCSON (Pima) . . . **20 - 49%:** Cochise, Pima, Santa Cruz.	755.1	295.5	7,594,462	3,809,466	875,365	526,291	216,678	742,156	164,488	45.4
ARKANSAS										
FORT SMITH (Sebastian) . . . **Over 50%:** Sebastian; **20 - 49%:** Crawford, Franklin, Logan; OKLA.: Sequoyah.	216.1	79.1	2,044,576	962,619	184,862	136,716	41,913	202,513	25,095	47.2
LITTLE ROCK-NORTH LITTLE ROCK (Pulaski) . . . **Over 50%:** Pulaski; **20 - 49%:** Arkansas, Ashley, Clark, Cleburne, Conway, Dallas, Desha, Faulkner, Garland, Grant, Jackson, Jefferson, Lonoke, Monroe, Ouachita, Perry, Prairie, Saline, Van Buren, White, Woodruff.	993.2	361.8	9,755,362	5,174,178	1,083,427	693,327	214,787	1,188,144	134,302	43.5
TEXARKANA (TEX.: Bowie; ARK.: Miller) . . . **Over 50%:** ARK.: Miller; TEX.: Bowie; **20 - 49%:** ARK.: Little River.	135.5	49.2	1,252,007	762,359	164,775	105,642	32,599	146,008	23,697	54.0

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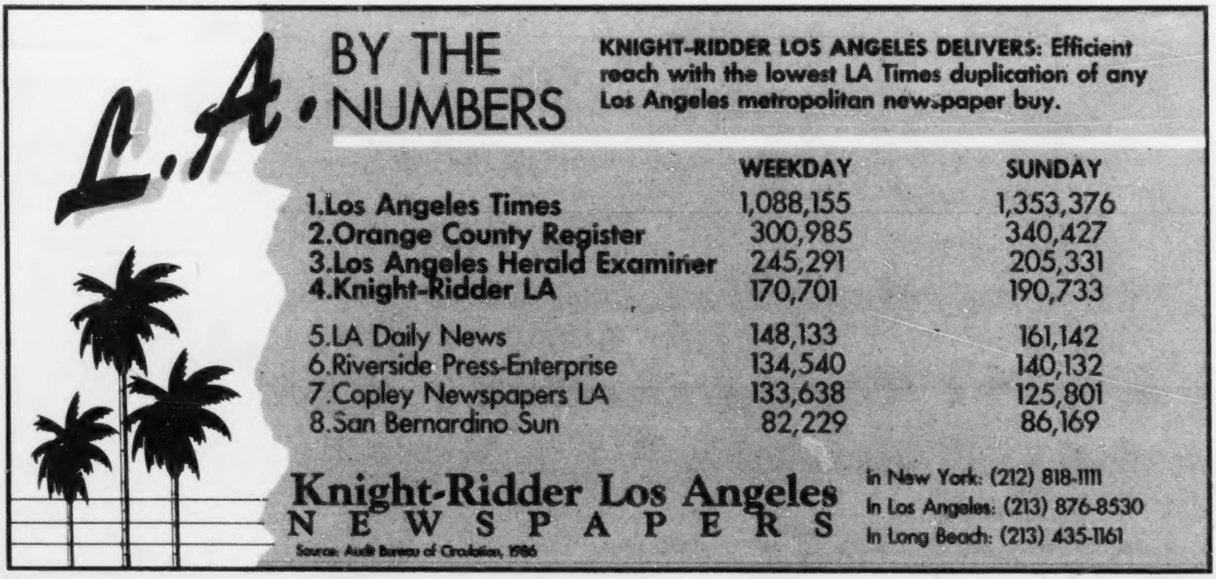
S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1985 POPULATION 12/31/85 Total Pop. (Thous.)	 Total Households (Thous.)	 EFFECTIVE BUYING INCOME Total EBI ($000)	 RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	 Food ($000)	 General Merchandise ($000)	 Furnit./Furnish./Appl. ($000)	 Automotive ($000)	 Drug ($000)	% Hslds. Cov. Total Area
CALIFORNIA										
ANAHEIM-SANTA ANA (Orange) . . . **20 - 49%:** Orange.	2,124.0	755.0	31,573,345	15,352,829	2,829,803	1,828,476	825,230	3,600,576	454,459	40.1
BAKERSFIELD (Kern) . . . **20 - 49%:** Kern.	475.8	169.5	5,465,373	2,676,721	620,314	253,242	128,177	606,436	90,703	47.7
CHICO (Butte) . . . **20 - 49%:** Butte, Glenn.	190.0	75.9	1,951,271	1,038,047	279,271	99,806	43,189	190,315	54,038	34.0
FRESNO (Fresno) . . . **Over 50%:** Fresno; **20 - 49%:** Madera.	654.3	232.8	7,395,161	3,359,909	748,671	348,447	164,043	778,361	169,187	51.3
LOS ANGELES-LONG BEACH (Los Angeles) . . . **20 - 49%:** Inyo, Los Angeles, Orange, Ventura.	10,843.2	3,926.7	143,001,702	69,742,131	13,557,222	7,934,135	4,099,637	15,919,997	2,282,526	42.7
MODESTO (Stanislaus) . . . **Over 50%:** Stanislaus.	306.1	107.7	3,193,520	1,700,566	390,679	209,835	105,883	315,552	87,652	54.5
OAKLAND (Alameda, Contra Costa) . . . **20 - 49%:** Alameda, Contra Costa.	1,903.2	736.1	28,345,176	12,671,975	2,511,870	1,583,454	674,471	2,869,429	497,799	35.4
OXNARD-VENTURA (Ventura) . . . **20 - 49%:** Ventura.	609.0	200.5	8,157,543	3,229,516	677,727	431,844	132,200	850,164	113,259	22.9
REDDING (Shasta) . . . **Over 50%:** Shasta; **20 - 49%:** Trinity.	145.7	54.9	1,408,337	816,043	200,815	79,403	27,004	143,305	52,101	61.2
RIVERSIDE-SAN BERNARDINO (Riverside, San Bernardino) . . . **Over 50%:** Riverside; **20 - 49%:** San Bernardino.	1,896.4	685.1	21,934,257	10,331,501	2,356,525	1,241,156	472,164	2,281,911	330,071	40.0
SACRAMENTO (Sacramento) . . . **Over 50%:** Sacramento; **20 - 49%:** Amador, Colusa, El Dorado, Placer, Yolo.	1,304.6	508.1	16,468,216	8,307,021	1,738,180	905,049	437,051	1,938,082	352,398	58.3
SALINAS-SEASIDE-MONTEREY (Monterey) . . . **20 - 49%:** Monterey.	332.8	109.0	3,958,553	1,868,001	324,464	196,484	94,397	440,574	73,969	29.8

S&MM'S FOUR SURVEY ISSUES

Each year *Sales and Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographical markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.



L.A. BY THE NUMBERS

KNIGHT-RIDDER LOS ANGELES DELIVERS: Efficient reach with the lowest LA Times duplication of any Los Angeles metropolitan newspaper buy.

	WEEKDAY	SUNDAY
1.Los Angeles Times	1,088,155	1,353,376
2.Orange County Register	300,985	340,427
3.Los Angeles Herald Examiner	245,291	205,331
4.Knight-Ridder LA	170,701	190,733
5.LA Daily News	148,133	161,142
6.Riverside Press-Enterprise	134,540	140,132
7.Copley Newspapers LA	133,638	125,801
8.San Bernardino Sun	82,229	86,169

Knight-Ridder Los Angeles
NEWSPAPERS

Source: Audit Bureau of Circulation, 1986

In New York: (212) 818-1111
In Los Angeles: (213) 876-8530
In Long Beach: (213) 435-1161

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration)	S&MM ESTIMATES 1985 POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
CALIFORNIA (cont.)										
SAN DIEGO (San Diego) . . . **Over 50%:** San Diego.	2,140.9	786.5	28,842,528	13,191,301	2,453,833	1,692,945	743,316	3,164,039	408,337	53.1
SAN FRANCISCO (San Francisco, Marin, San Mateo) . . . **Over 50%:** Marin, San Francisco, San Mateo; **20 - 49%:** Alameda, Contra Costa, Sonoma.	3,799.6	1,526.2	59,539,132	28,356,851	5,423,547	3,310,988	1,555,223	5,762,414	1,034,4[illegible]	39.2
SAN JOSE (Santa Clara) . . . **Over 50%:** Santa Clara.	1,393.3	488.2	21,436,862	10,047,766	1,823,097	1,328,575	631,713	2,304,857	368,773	52.9
SAN LUIS OBISPO (San Luis Obispo) . . . **20 - 49%:** San Luis Obispo.	188.5	70.4	2,212,179	1,005,084	243,700	49,559	42,378	183,637	45,031	38.6
SANTA BARBARA-SANTA MARIA-LOMPOC (Santa Barbara) . . . **20 - 49%:** Santa Barbara.	330.6	124.7	4,620,091	2,780,868	523,951	252,475	163,770	513,243	100,189	39.2
SANTA CRUZ (Santa Cruz) . . . **20 - 49%:** Santa Cruz.	217.5	82.6	2,929,492	1,188,708	276,094	91,353	55,340	245,091	47,310	33.8
SANTA ROSA-PETALUMA (Sonoma) . . . **20 - 49%:** Sonoma.	340.4	134.5	4,749,039	2,004,455	456,813	216,778	104,007	381,434	102,012	47.9
STOCKTON (San Joaquin) . . . **20 - 49%:** San Joaquin.	406.9	149.9	4,524,739	2,142,068	473,558	241,724	107,154	483,889	101,380	33.1

SAN FRANCISCO & OAKLAND PMSAs:

ONE BUY BUYS IT ALL

At the heart of the broad and lucrative San Francisco market are five counties that spent $24 billion on retail goods last year.

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SAN FRANCISCO NEWSPAPER AGENCY

San Francisco Chronicle San Francisco Examiner

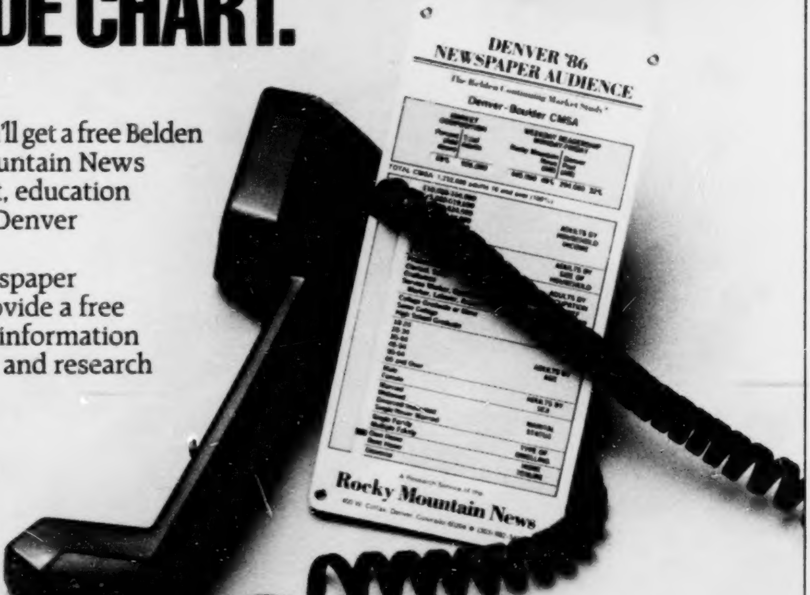
925 MISSION STREET · SAN FRANCISCO · CA 94103

Represented nationally by Sawyer-Ferguson-Walker

Source: The Scarborough San Francisco Market Study, 1984 5-issue reach; Sales & Marketing Management's Survey of Buying Power Data Service, 1985.

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1985 POPULATION 12/31/85 Total Pop. (Thous.)	Total House-holds (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
COLORADO										
BOULDER-LONGMONT (Boulder) . . . **20 - 49%:** Boulder.	219.0	85.2	2,838,830	1,522,756	349,621	141,317	106,671	305,931	34,133	35.0
COLORADO SPRINGS (El Paso) . . . **Over 50%:** El Paso, Teller.	364.3	135.2	4,079,483	2,280,639	421,267	310,250	121,026	496,163	34,899	73.1
DENVER (Denver) . . . **Over 50%:** Adams, Arapahoe, Denver, Douglas, Jefferson, Summit; **20 - 49%:** Boulder, Chaffee, Cheyenne, Clear Creek, Crowley, Eagle, Elbert, Gilpin, Grand, Gunnison, Jackson, Kit Carson, Lake, Larimer, Lincoln, Logan, Morgan, Phillips, Pitkin, Routt, Sedgwick, Washington, Yuma; KAN.: Cheyenne.	2,235.9	889.6	29,935,863	15,465,197	3,215,023	1,727,170	977,402	2,933,091	362,892	55.2
GRAND JUNCTION (Mesa) . . . **Over 50%:** Mesa; **20 - 49%:** Delta, Rio Blanco.	124.9	47.2	1,326,345	879,893	195,287	90,973	45,131	179,385	22,311	53.5
PUEBLO (Pueblo) . . . **Over 50%:** Pueblo; **20 - 49%:** Alamosa, Baca, Bent, Crowley, Custer, Huerfano, Kiowa, Las Animas, Mineral, Otero, Prowers, Rio Grande, Saguache.	228.2	85.9	2,036,852	1,141,156	298,853	136,789	56,781	186,105	36,816	54.3

YOU CAN GET RESEARCH ON DENVER AS EASILY AS YOU CAN GET THIS FREE BELDEN SLIDE CHART.



One quick phone call and you'll get a free Belden slide chart from the Rocky Mountain News with age, income, employment, education and home ownership data on Denver newspaper readers.

In addition to Belden's newspaper readership surveys, we can provide a free bimonthly market newsletter, information on the region, shopping habits and research from ABC and Media Records.

It's as easy as dialing the phone. Call (303) 892-5258 for complete research services from Denver's results-oriented daily, the Rocky Mountain News.

Rocky Mountain News
EVERY MORNING

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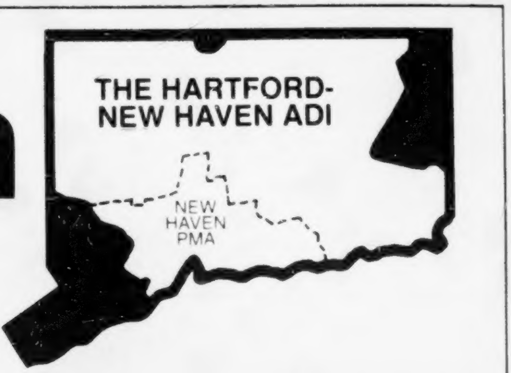
The New Haven Market:
over $4 Billion
in annual retail sales.

The New Haven Market includes over 500,000 adults and 232,000+ households with a per household Effective Buying Income of $37,547... $7,905 higher than the national average!*

To completely buy the Hartford-New Haven ADI, you must buy the New Haven Register and Journal-Courier. 35% of the households in the ADI are in New Haven County and the Hartford Courant reaches only 1% of them. The Register and Courier reach 44%!*

For more information, call Assistant Advertising Director Henry Misiak, at (203)562-1121, ext. 324, or Sawyer-Ferguson-Walker Company.

*SOURCES: S&MM, Survey of Buying Power, 1985 Control Data Corp. 1984 Household Estimates, ANM 1985-86



New Haven Register
Journal-Courier
40 SARGENT DRIVE, NEW HAVEN, CT 06511

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1985 POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds Cov. Total Area
	Total Pop (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl ($000)	Automotive ($000)	Drug ($000)	
CONNECTICUT										
BRIDGEPORT-STAMFORD-NORWALK-DANBURY (Fairfield) . . . **20 - 49%:** Fairfield.	820.2	292.5	14,839,344	6,593,688	1,277,804	771,890	332,131	1,314,188	149,677	47.9
HARTFORD-NEW BRITAIN-MIDDLETOWN-BRISTOL (Hartford) . . . **Over 50%:** Hartford, Tolland; **20 - 49%:** Middlesex	1,075.4	394.1	15,535,093	7,439,951	1,488,135	805,041	346,265	1,530,476	252,267	70.5
NEW HAVEN-WATERBURY-MERIDEN (New Haven) . . . **Over 50%:** New Haven; **20 - 49%:** Litchfield.	937.4	344.6	13,447,673	5,819,113	1,319,387	662,493	253,811	1,142,010	158,772	62.6
NEW LONDON-NORWICH (New London) . . . **20 - 49%:** New London.	246.4	89.2	3,516,288	1,609,452	319,262	123,311	72,705	405,629	40,035	41.7
DELAWARE										
WILMINGTON (New Castle) . . . **Over 50%:** New Castle; **20 - 49%:** Sussex; MD.: Cecil.	582.2	207.7	7,198,416	3,880,700	741,830	503,445	194,092	856,608	124,665	53.5
DISTRICT OF COLUMBIA										
WASHINGTON (District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Fairfax) . . . **Over 50%:** D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Arlington, Fairfax; **20 - 49%:** MD.: Calvert, Charles, Howard, St. Mary's; VA.: Fauquier, Loudoun, Prince William.	3,696.0	1,363.9	59,603,353	26,141,801	4,916,796	3,163,242	1,617,031	6,195,787	929,438	68.1
FLORIDA										
BRADENTON (Manatee) . . . **20 - 49%:** Manatee.	177.6	75.5	2,064,030	1,197,894	240,211	122,614	62,309	375,473	40,281	42.9
DAYTONA BEACH (Volusia) . . . **Over 50%:** Flagler, Volusia.	330.3	139.6	3,661,330	1,913,267	419,683	210,941	101,189	452,918	83,974	68.4

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FORT WALTON BEACH
PANAMA CITY

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With one order-one-bill- at a discount, you can buy the combined circulation (61,500 daily; 70,800 Sunday) of the Panama City News Herald and Fort Walton Beach Daily News in one of Florida's fastest growing markets.

TURN TO
LANDON
FOR RESULTS
(SEE PAGE 96)

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1985									% Hslds. Cov. Total Area
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	
FLORIDA (cont.)										
FORT LAUDERDALE-HOLLYWOOD-POMPANO BEACH (Broward) . . . **20 - 49%:** Broward.	1,159.1	492.0	16,237,183	8,663,577	1,481,671	891,083	556,964	2,636,023	291,460	38.9
FORT MYERS-CAPE CORAL (Lee) . . . **Over 50%:** Lee.	267.5	112.6	3,215,893	1,753,982	366,889	204,618	130,533	423,880	73,530	53.4
FORT WALTON BEACH (Okaloosa) . . . **Over 50%:** Okaloosa.	133.5	48.4	1,428,138	849,874	144,495	116,345	56,773	214,633	21,962	55.9
GAINESVILLE (Alachua) . . . **Over 50%:** Alachua; **20 - 49%:** Bradford, Dixie, Gilchrist, Levy, Union.	247.1	90.0	2,349,066	1,293,325	304,827	151,111	53,280	302,725	32,284	53.4
JACKSONVILLE (Duval) . . . **Over 50%:** Clay, Duval; **20 - 49%:** Baker, Nassau, St. Johns; GA.: Camden, Charlton.	861.4	321.7	9,441,413	4,936,008	903,312	493,231	213,808	1,386,275	179,398	56.2
LAKELAND-WINTER HAVEN (Polk) . . . **20 - 49%:** Polk.	363.6	135.1	3,532,084	1,964,351	455,504	235,789	66,012	553,904	57,844	46.5
MELBOURNE-TITUSVILLE-PALM BAY (Brevard) . . . **20 - 49%:** Brevard.	344.9	138.7	3,849,764	1,991,127	356,259	274,783	91,245	549,987	109,504	49.5
MIAMI-HIALEAH (Dade) . . . **20 - 49%:** Dade, Monroe.	1,842.2	696.6	21,212,706	13,347,621	2,184,195	1,536,362	710,882	3,646,535	551,624	47.2

TURN TO
LANDON
FOR RESULTS
(See page 96)

When you ask Landon . . . you get the largest newspaper sales and marketing organization working for you. That's why advertisers turn to Landon for results. It starts with a phone call:
212 867-1112 (NYC)
404 261-5875 (Atlanta)
312 644-8270 (Chicago)

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration). Effective Counties (20%-49% penetration).	S&MM ESTIMATES 1985									% Hslds Cov Total Area
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl ($000)	Automotive ($000)	Drug ($000)	
FLORIDA (cont.)										
NAPLES (Collier) . . . **Over 50%**: Collier	117.9	49.2	1,479,335	1,001,954	207,598	81,141	87,486	237,121	36,083	50.8
OCALA (Marion) . . . **Over 50%**: Marion	167.3	65.3	1,476,713	1,039,336	210,297	119,827	56,676	227,819	35,219	54.5
ORLANDO (Orange) . . . **Over 50%**: Orange, Seminole; **20 - 49%**: Lake, Osceola.	991.8	377.6	11,288,501	6,815,408	1,257,459	744,500	321,286	2,011,057	169,945	51.3
PANAMA CITY (Bay) . . . **Over 50%**: Bay; **20 - 49%**: Gulf.	125.6	47.2	1,047,867	777,302	124,497	91,864	36,478	229,833	23,458	62.1
PENSACOLA (Escambia) . . . **20 - 49%**: Escambia, Santa Rosa	329.4	120.3	3,528,386	1,733,469	360,838	269,365	81,551	450,179	41,604	43.0
SARASOTA (Sarasota) . . . **Over 50%**: Sarasota; **20 - 49%**: Charlotte, Manatee	505.7	224.8	6,198,580	3,496,098	683,910	350,747	239,018	969,106	140,431	44.4
TALLAHASSEE (Leon) . . . **Over 50%**: Leon; **20 - 49%**: Franklin, Gadsden, Jefferson, Liberty, Madison, Wakulla	265.1	96.7	2,583,080	1,340,435	295,067	214,472	80,821	232,807	37,392	49.1
TAMPA-ST. PETERSBURG-CLEARWATER (Hillsborough, Pinellas) . . . **Over 50%**: Hernando, Hillsborough, Pasco, Pinellas; **20 - 49%**: Citrus, Hardee, Highlands	2,027.5	851.7	23,364,195	12,200,207	2,637,323	1,405,754	698,622	3,127,698	395,190	62.4
WEST PALM BEACH-BOCA RATON-DELRAY BEACH (Palm Beach) . . . **20 - 49%**: Okeechobee, Palm Beach	756.2	321.3	11,048,366	5,586,665	1,083,603	610,500	370,039	1,474,819	203,219	37.5

1987 Survey of Selling Costs

If what you're selling will help keep the spiralling costs of sales under control, this is a once-a-year opportunity to reach more than 50,000 sales and marketing executives as they are giving their undivided attention to managing costs.

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For more information, please call: 212-984-2254.

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Palm Beach County

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■ **Reach this affluent market** with the newspapers that reach more adults than all other daily newspapers in our market combined! ■ Call John Drotar, National Advertising Manager, at (305) 837-4271. ■

Represented nationally by Sawyer-Ferguson-Walker Co.

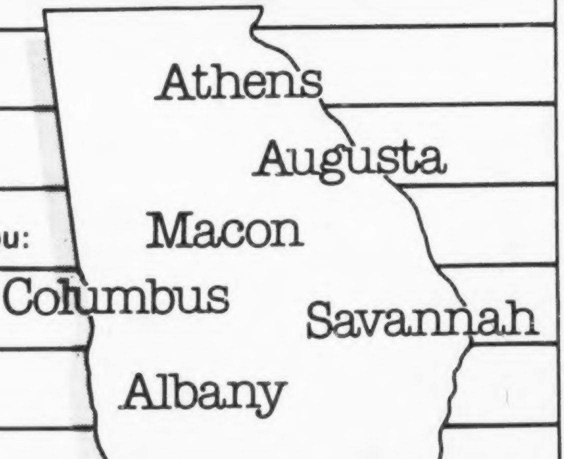
The Palm Beach Post & The Evening Times

2751 S. Dixie Hwy., West Palm Beach, FL 33405

Sources: Sales & Marketing Management, Survey of Buying Power, 1985; ABC, June 30, 1985.

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1985									
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl ($000)	Automotive ($000)	Drug ($000)	% Hslds Cov Total Area
GEORGIA										
ALBANY (Dougherty) . . . **Over 50%:** Calhoun, Dougherty; **20 - 49%:** Clay, Miller, Mitchell, Quitman, Randolph, Terrell, Worth.	184.3	61.4	1,521,135	918,556	209,097	111,077	44,506	227,556	24,708	50.2
ATLANTA (Fulton, Gwinnett) . . . **Over 50%:** Fulton, Gwinnett; **20 - 49%:** Butts, Cherokee, Clayton, Cobb, Coweta, De Kalb, Douglas, Fayette, Henry, Newton, Rockdale, Towns.	2,289.8	844.4	29,748,525	16,744,596	2,832,857	2,141,296	790,531	4,155,546	480,327	43.7
AUGUSTA (Richmond) . . . **Over 50%:** Columbia, Richmond; **20 - 49%:** Burke, Glascock, Jefferson, Jenkins, Lincoln, McDuffie, Warren; S.C.: Aiken, Edgefield.	460.8	160.1	4,433,771	2,164,026	463,487	255,910	107,955	533,210	82,108	47.5
COLUMBUS (Muscogee) . . . **Over 50%:** Muscogee; **20 - 49%:** ALA.: Russell; GA.: Chattahoochee, Harris, Marion, Quitman, Stewart, Talbot.	280.3	95.0	2,510,868	1,287,901	236,312	168,111	79,622	353,449	37,929	53.2
MACON-WARNER ROBINS (Bibb) . . . **Over 50%:** Bibb; **20 - 49%:** Baldwin, Bleckley, Dodge, Dooly, Houston, Jones, Macon, Monroe, Peach, Pulaski, Telfair, Twiggs, Wilkinson.	427.1	148.0	4,279,536	2,164,197	470,932	268,297	101,840	563,135	74,762	41.0
SAVANNAH (Chatham) . . . **Over 50%:** Chatham; **20 - 49%:** Bryan, Candler, Effingham, Evans, Liberty, Screven, Tattnall; S.C.: Jasper.	355.0	123.0	3,401,293	1,831,796	371,807	204,253	97,620	416,654	54,078	51.4
HAWAII										
HONOLULU (Honolulu) . . . **Over 50%:** Honolulu; **20 - 49%:** Kauai, Maui.	960.7	298.5	11,579,015	6,048,861	1,106,886	796,908	191,937	792,490	354,318	60.9
IDAHO										
BOISE (Ada) . . . **Over 50%:** Ada; **20 - 49%:** Adams, Boise, Elmore, Gem, Payette, Valley, Washington.	272.6	97.9	2,851,880	1,222,175	309,786	90,238	66,501	235,667	58,567	46.7



The Georgia Group

- Albany Herald
- Athens Banner-Herald/Daily News
- Augusta Chronicle-Herald
- Columbus Ledger-Enquirer
- Macon Telegraph & News
- Savannah News-Press

One convenient group buy gives you:

- 1,376,100 Population
- 478,400 Households
- $12,762,555,000 Effective Buying Income
- $6,954,283,000 Retail Sales
- $1,388,081,000 Food Sales

Represented Nationally By:
Branham Newspaper Sales
Knight Ridder Newspaper Sales

Source: S&MM's Survey of Buying Power 1986

	S&MM ESTIMATES 1985									
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl ($000)	Automotive ($000)	Drug ($000)	% Hslds Cov. Total Area
ILLINOIS										
AURORA-ELGIN (Kane) . . . **Over 50%:** Kane; **20 - 49%:** Kendall.	349.2	121.9	4,516,473	1,686,566	338,548	198,071	64,949	312,625	86,078	50.1
BLOOMINGTON-NORMAL (McLean) . . . **Over 50%:** McLean; **20 - 49%:** De Witt, Ford, Livingston, Logan, Woodford.	267.7	96.6	3,252,739	1,315,001	246,217	145,848	57,359	331,118	44,669	50.4
CARBONDALE (Jackson) . . . **20 - 49%:** Jackson, Perry, Union, Williamson.	165.4	65.0	1,618,298	882,712	167,670	107,159	37,604	215,819	26,127	33.6
CHAMPAIGN-URBANA-RANTOUL (Champaign) . . . **Over 50%:** Champaign; **20 - 49%:** Douglas, Ford, Piatt.	220.7	81.2	2,477,816	1,191,334	219,461	149,132	51,722	240,980	44,976	52.2
CHICAGO (Cook) . . . **Over 50%:** Cook; **20 - 49%:** Du Page, Kane, Lake, McHenry, Will.	7,258.2	2,615.8	97,033,585	41,471,685	7,274,094	4,749,619	2,201,386	8,586,386	2,059,207	51.2
DANVILLE (Vermilion) . . . **Over 50%:** Vermilion; **20 - 49%:** IND.: Fountain.	113.0	43.2	1,171,969	613,102	141,111	73,227	23,000	130,291	26,570	56.6
DAVENPORT-ROCK ISLAND-MOLINE (IA.: Scott; ILL.: Rock Island) . . . **Over 50%:** ILL.: Rock Island; IA.: Scott; **20 - 49%:** ILL.: Henry; IA.: Clinton.	446.2	167.9	5,566,089	2,506,088	507,019	338,269	101,781	600,581	92,326	50.9
DECATUR (Macon) . . . **Over 50%:** Macon; **20 - 49%:** Moultrie, Piatt, Shelby.	188.3	71.3	2,252,962	930,568	183,973	125,681	46,091	216,605	38,472	52.0
JOLIET (Will) . . . **20 - 49%:** Grundy, Will.	383.6	125.6	4,598,076	1,515,522	290,386	156,693	44,510	359,110	78,536	36.4
KANKAKEE (Kankakee) . . . **Over 50%:** Kankakee; **20 - 49%:** Iroquois.	136.9	49.6	1,420,439	597,534	130,506	67,039	27,818	142,656	25,675	57.3
LAKE COUNTY (Lake) . . . **20 - 49%:** Lake.	472.6	156.6	7,232,102	2,875,529	417,838	246,110	127,245	1,026,037	120,858	24.9

GCN

AURORA
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(312) 844-5858

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Courier-News
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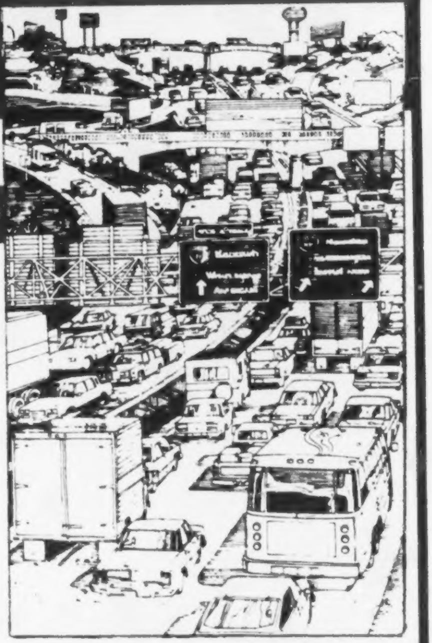
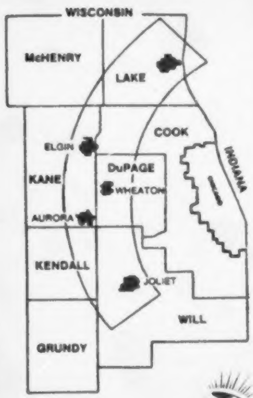
Daily Journal
(312) 231-7971

LAKE CO.
News-Sun
(312) 336-7000

GREATER CHICAGO NEWSPAPERS





In the Chicago market, Greater Chicago Newspapers have always been a "market apart," reaching households NOT reached by the Chicago Sun-Times and the Chicago Tribune.

Greater Chicago Newspapers now reach over 167,000 households in affluent Lake, Kane, Will, Kendall and Grundy counties. These same counties have an average EBI of nearly $32,000 and represent some of the strongest buying power in the nation.

Recent data ranking household buying power in 315 metropolitan areas across the nation places Lake County, IL, as 5th; Will and Grundy counties, 12th; and Kane and Kendall counties, 17th!

To complete your Chicago buy, you need GCN — the "market apart," ideal for upscale marketers.

Source: 1984 Sales and Marketing Management's Survey of Buying Power

★ 22% Group Discount Rate
★ News Plan Discounts
★ 96% Home Delivery
★ SAU Price Structure

Copley Newspapers

A MARKET APART

Represented Nationally by Sawyer, Ferguson, Walker Co., Inc.

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1985									
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds Cov. Total Area
ILLINOIS (cont.)										
PEORIA (Peoria) . . . **Over 50%:** Peoria, Tazewell; **20 - 49%:** Fulton, Marshall, Stark, Woodford.	435.0	161.8	5,567,238	2,103,566	445,272	270,632	97,310	500,073	69,773	54.9
QUINCY (Adams) . . . **Over 50%:** Adams; **20 - 49%:** Brown, Hancock, Pike; MO.: Knox, Lewis.	135.9	52.4	1,277,031	672,555	137,213	94,805	25,156	189,271	19,564	50.0
ROCKFORD (Winnebago) . . . **Over 50%:** Winnebago; **20 - 49%:** Boone, Ogle.	329.7	122.1	4,006,079	1,756,184	356,021	223,732	85,999	416,047	51,633	49.1
ST. LOUIS (MO.: St. Louis; ILL.: Madison, St. Clair) . . . **Over 50%:** ILL.: Madison, St. Clair; MO.: St. Louis; **20 - 49%:** ILL.: Bond, Calhoun, Clinton, Greene, Jersey, Macoupin, Monroe, Randolph; MO.: Franklin, Gasconade, Iron, Jefferson, Lincoln, Pike, St. Charles, Ste. Genevieve, St. Francois, Warren.	2,689.7	971.2	32,323,493	16,444,706	3,423,983	2,290,164	715,536	3,879,154	457,455	52.5
SPRINGFIELD (Sangamon) . . . **Over 50%:** Sangamon; **20 - 49%:** Cass, Christian, Macoupin, Menard.	298.3	118.2	3,533,546	1,547,695	310,715	198,940	71,425	331,545	80,910	51.8
INDIANA										
ANDERSON (Madison) . . . **Over 50%:** Madison.	132.4	48.6	1,479,035	763,435	172,889	89,372	31,149	174,768	35,118	70.6
BLOOMINGTON (Monroe) . . . **Over 50%:** Monroe; **20 - 49%:** Owen.	118.6	42.4	1,162,764	586,918	114,300	73,383	26,406	119,486	20,430	56.2
ELKHART-GOSHEN (Elkhart) . . . **Over 50%:** Elkhart.	145.9	52.3	1,580,775	1,018,904	216,393	81,634	23,290	380,274	33,296	50.8
EVANSVILLE (Vanderburgh) . . . **Over 50%:** Posey, Vanderburgh, Warrick; **20 - 49%:** ILL.: Gallatin, Wabash, White; IND.: Gibson, Perry, Pike, Spencer; KY.: Union.	389.0	144.9	4,232,304	2,228,806	479,506	297,336	102,314	476,943	75,247	62.6
FORT WAYNE (Allen) . . . **Over 50%:** Allen; **20 - 49%:** Adam , De Kalb, Noble, Steuben, Wells, Whitley.	478.3	171.0	5,152,068	2,641,106	513,324	308,006	133,585	589,594	106,748	62.4
GARY-HAMMOND (Lake) . . . **Over 50%:** Lake; **20 - 49%:** Jasper, Porter.	671.0	228.4	6,898,912	3,798,798	795,540	439,051	150,530	754,596	201,864	56.3
INDIANAPOLIS (Marion) . . **Over 50%:** Hamilton, Hendricks, Marion; **20 - 49%:** Boone, Hancock, Johnson, Morgan, Putnam, Rush, Shelby.	1,257.6	460.0	14,892,405	8,281,796	1,397,126	999,541	366,376	1,990,811	355,518	65.1
KOKOMO (Howard) . . . **Over 50%:** Howard; **20 - 49%:** Tipton.	103.8	38.4	1,267,793	677,822	123,821	79,532	23,075	172,763	30,259	66.4
LAFAYETTE-WEST LAFAYETTE (Tippecanoe) . . . **Over 50%:** Benton, Tippecanoe; **20 - 49%:** Carroll, White.	176.8	62.7	1,869,280	969,548	167,645	123,850	35,734	240,428	40,327	46.8
MUNCIE (Delaware) . . . **Over 50%:** Delaware; **20 - 49%:** Blackford, Jay, Randolph.	193.3	69.3	1,927,376	1,062,708	217,764	112,668	56,562	218,310	52,165	62.8
SOUTH BEND-MISHAWAKA (St. Joseph) . . . **Over 50%:** St. Joseph; **20 - 49%:** Marshall, Starke; MICH.: Cass.	352.6	128.6	3,779,365	1,945,629	357,253	239,482	124,411	452,124	90,230	60.7
TERRE HAUTE (Vigo) . . . **Over 50%:** Vigo; **20 - 49%:** ILL.: Clark; IND.: Clay, Parke, Sullivan, Vermillion.	207.4	77.2	2,019,049	1,260,756	233,564	140,763	38,927	275,544	39,217	44.8
IOWA										
CEDAR RAPIDS (Linn) . . . **Over 50%:** Linn; **20 - 49%:** Benton, Cedar, Delaware, Iowa, Jones.	271.1	103.3	3,131,335	1,375,593	310,121	197,620	56,218	293,624	42,016	55.8

THE BEST #2 BUY IN AMERICA!

Metro Peoria is the #2 market in Illinois . . . and it has the **lowest media costs of the top 25 second markets in the country.** It's a Nielsen Data Market, and a Belden C.M.S. Market, with balanced demographics and unmatched media isolation . . . consistently used as a major test & control market by leading research and top advertising firms. And one newspaper effectively saturates its' more than 130,000 households whose median $28,331 H.H. E.B.I. ranks 40th in the country. Call for details.

PEORIA

Journal Star

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(309) 686-3035

National Representatives: CWO&O

	S&MM ESTIMATES 1985									% Hslds. Cov. Total Area
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
IOWA (cont.)										
DAVENPORT-ROCK ISLAND-MOLINE (Scott; ILL.: Rock Island) . . . **Over 50%:** ILL.: Rock Island; IA.: Scott; **20 - 49%:** ILL.: Henry; IA.: Clinton.	446.2	167.9	5,566,089	2,506,088	507,019	338,269	101,781	600,581	92,326	50.9
DES MOINES (Polk) . . . **Over 50%:** Polk; **20 - 49%:** Adair, Audubon, Boone, Buena Vista, Calhoun, Carroll, Clarke, Clay, Dallas, Decatur, Dickinson, Emmet, Floyd, Greene, Guthrie, Hamilton, Hancock, Hardin, Henry, Humboldt, Jasper, Keokuk, Kossuth, Lucas, Madison, Marion, Marshall, Mitchell, Palo Alto, Pocahontas, Poweshiek, Ringgold, Sac, Story, Warren, Wayne, Winnebago, Wright.	1,032.6	400.8	11,566,891	5,538,660	1,291,715	579,196	224,684	1,327,611	149,578	38.9
DUBUQUE (Dubuque) . . . **Over 50%:** Dubuque; **20 - 49%:** ILL.: Jo Daviess; WIS.: Grant.	169.0	58.0	1,621,071	785,547	166,566	99,283	35,169	172,307	25,851	51.9
SIOUX CITY (Woodbury) . . . **Over 50%:** Woodbury; NEB.: Dakota; **20 - 49%:** IA.: Cherokee, Ida, Monona, O'Brien, Plymouth, Sioux; NEB.: Dixon, Thurston; S.D.: Union.	253.9	94.7	2,411,217	1,283,568	287,788	132,052	45,067	323,210	37,669	51.1
WATERLOO-CEDAR FALLS (Black Hawk) . . . **Over 50%:** Black Hawk; **20 - 49%:** Bremer, Buchanan, Butler, Chickasaw, Grundy, Howard.	239.1	88.0	2,640,591	1,079 370	240,434	121,325	42,187	259,821	38,243	49.7
KANSAS										
HUTCHINSON (Reno) . . . **Over 50%:** Reno; **20 - 49%:** Clark, Comanche, Edwards, Gray, Greeley, Hamilton, Hodgeman, Kingman, Kiowa, Lane, McPherson, Meade, Ness, Pawnee, Pratt, Rice, Rush, Scott, Stafford, Stanton, Wichita.	193.2	74.2	2,160,814	950,696	222,250	62,374	43,039	291,287	25,593	44.8
KANSAS CITY (MO.: Jackson) . . . **Over 50%:** KAN.: Johnson, Wyandotte; MO.: Cass, Clay, Jackson, Lafayette, Platte; **20 - 49%:** KAN.: Anderson, Leavenworth, Linn, Miami; MO.: Bates, Carroll, Clinton, Henry, Johnson, Ray, Saline.	1,645.3	614.7	21,082,038	11,064,868	2,080,144	1,500,919	435,149	2,808,033	319,865	76.3
SALINA (Saline) . . . **Over 50%:** Lincoln, Ottawa, Saline; **20 - 49%:** Cloud, Dickinson, Ellsworth, Jewell, Mitchell, Osborne, Republic, Smith.	131.8	52.3	1,347,862	749,969	162,705	63,067	35,787	197,597	21,718	45.2
TOPEKA (Shawnee) . . . **Over 50%:** Shawnee; **20 - 49%:** Jackson, Jefferson, Marshall, Nemaha, Osage, Pottawatomie, Wabaunsee, Washington.	260.7	99.7	3,226,570	1,349,341	312,055	158,563	52,291	317,155	48,483	54.9
WICHITA (Sedgwick) . . . **Over 50%:** Sedgwick; **20 - 49%:** Barber, Butler, Comanche, Greenwood, Harper, Harvey, Kingman, Marion, Sumner, Woodson.	542.3	207.4	7,452,854	3,177,991	649,569	429,845	149,311	810,897	73,506	49.6

South Bend keeps ranking among "Middle America honor roll of test markets"!

"As a result of some dramatic population changes in the latest census data," a leading ad agency's Senior Media Vice President reports, "we dropped 17 cities from our list of recommended test markets, added 18, and still name South Bend, Indiana among 8 cities we consider the 'most average of the average' – a sort of Middle America honor roll of test markets."

For the facts and figures that prove South Bend is the ideal test market for your product or service, write now or call for your copy of the *Tribune's latest Market Data* book.

South Bend Tribune

Albert E. Petersohn, General Advertising Manager
South Bend Tribune, South Bend, Indiana 46626 · 219/233-6161
Represented Nationally by Creamer, Woodward, O'Mara & Ormsbee, Inc.

LEXINGTON
KENTUCKY

In one of the nation's most lucrative marketplaces, the Lexington Herald-Leader has put it all together . . . everything you want in a simple, comprehensive package: upscale demographics, wide circulation, maximum penetration, weekend and weekday TMC options and low cost. Let us help you put it all together in one of the South's major upscale markets.

	1980	1985	Growth
Population	322,200	330,700	+3%
EBI	$2.5 billion	$3.7 billion	+51%
EBI/HH	$21,170	$30,194	+43%
Retail Sales	$1.7 billion	$2.1 billion	+25%
RS/HH	$14,320	$16,906	+18%

Sources: 1981, 1986 S&MM Survey of Buying Power

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1985									
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
KENTUCKY										
LEXINGTON-FAYETTE (Fayette) . . . **Over 50%:** Fayette, Woodford; **20 - 49%:** Anderson, Bourbon, Clark, Franklin, Garrard, Harrison, Jessamine, Madison, Mercer, Montgomery, Nicholas, Powell, Scott.	532.2	195.3	5,576,375	2,943,985	586,610	405,994	127,573	621,598	101,584	43.7
LOUISVILLE (Jefferson) . . . **Over 50%:** Jefferson, Oldham; **20 - 49%:** IND.: Clark, Crawford, Floyd, Harrison, Scott; KY.: Bullitt, Hardin, Henry, Larue, Marion, Nelson, Shelby, Spencer, Taylor, Washington.	1,205.4	432.6	12,851,698	6,473,497	1,309,657	903,131	298,094	1,357,629	267,958	59.1
OWENSBORO (Daviess) . . . **Over 50%:** Daviess; **20 - 49%:** Hancock, McLean, Muhlenberg, Ohio.	163.3	58.8	1,574,725	847,215	205,908	116,394	34,880	174,874	38,532	53.8
PADUCAH (McCracken) . . . **Over 50%:** McCracken; **20 - 49%:** ILL.: Massac; KY.: Ballard, Carlisle, Livingston, Lyon, Marshall.	133.8	52.3	1,376,435	657,914	151,360	66,022	28,657	134,219	27,281	47.5
LOUISIANA										
ALEXANDRIA (Rapides) . . . **Over 50%:** Rapides; **20 - 49%:** Avoyelles, Grant, La Salle.	223.6	78.0	1,894,871	908,586	210,443	127,841	41,641	188,223	38,524	43.3
BATON ROUGE (East Baton Rouge) . . . **Over 50%:** East Baton Rouge; **20 - 49%:** Ascension, East Feliciana, Iberville, Livingston, Pointe Coupee, West Baton Rouge, West Feliciana.	646.8	218.5	6,680,944	3,430,158	816,171	472,829	203,371	626,060	102,080	46.6
LAFAYETTE (Lafayette) . . . **20 - 49%:** Lafayette.	170.2	60.8	2,006,509	1,483,758	257,024	220,329	76,238	269,081	34,144	42.4
LAKE CHARLES (Calcasieu) . . . **Over 50%:** Calcasieu, Cameron; **20 - 49%:** Beauregard, Jefferson Davis.	253.2	87.4	2,445,226	1,360,676	355,790	139,620	65,370	240,338	56,030	43.8
MONROE (Ouachita) . . . **20 - 49%:** Ouachita, Richland, Union.	190.9	66.7	1,611,334	971,720	196,354	130,650	53,493	201,557	39,656	40.3

TURN TO
LANDON
FOR RESULTS
(See page 96)

When you ask Landon ... you get the largest newspaper sales and marketing organization working for you. That's why advertisers turn to Landon for results. It starts with a phone call:
212 867-1112 (NYC)
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STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1985 POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds Cov Total Area
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
LOUISIANA (cont.)										
NEW ORLEANS (Orleans) . . . **Over 50%:** Jefferson, Orleans, Plaquemines, St. Bernard; **20 - 49%:** St. Charles, St. James, St. John the Baptist, St. Tammany.	1,397.8	508.5	14,704,534	8,054,132	1,921,579	916,855	471,753	1,237,370	349,812	48.4
SHREVEPORT (Caddo) . . . **Over 50%:** Bossier, Caddo; **20 - 49%:** Bienville, Claiborne, De Soto, Red River, Webster.	482.4	176.7	4,924,561	2,556,145	569,391	345,327	131,954	479,631	77,133	49.3
MAINE										
BANGOR (Penobscot) . . . **Over 50%:** Hancock, Penobscot, Piscataquis, Washington; **20 - 49%:** Aroostook, Knox, Waldo.	389.4	139.2	3,527,739	2,074,685	517,264	208,978	58,906	440,950	70,015	53.8
LEWISTON-AUBURN (Androscoggin) . . . **Over 50%:** Androscoggin; **20 - 49%:** Franklin, Oxford.	180.8	66.7	1,751,412	923,529	236,830	87,971	23,144	218,360	28,327	64.2
PORTLAND (Cumberland) . . . **Over 50%:** Cumberland; **20 - 49%:** Lincoln, Sagadahoc, York.	443.1	166.5	4,934,964	3,203,388	704,488	258,763	87,571	607,447	89,949	48.9
WATERVILLE (Kennebec) . . . **Over 50%:** Somerset; **20 - 49%:** Franklin, Kennebec.	191.5	69.6	1,862,280	1,085,384	249,439	104,567	38,889	253,523	31,715	34.9
MARYLAND										
BALTIMORE (Baltimore, Anne Arundel) . . . **Over 50%:** Anne Arundel, **20 - 49%:** Baltimore, Harford, Howard, Queen Anne's, Worcester.	2,214.1	804.4	26,181,972	13,528,389	2,603,639	1,586,628	653,448	3,032,056	484,320	45.2
CUMBERLAND (Allegany) . . . **Over 50%:** Allegany; **20 - 49%:** W.VA.: Mineral.	105.8	39.6	988,106	528,632	109,850	98,269	24,101	94,119	24,339	67.5
HAGERSTOWN (Washington) . . . **Over 50%:** Washington.	114.1	40.5	1,156,175	688,856	117,310	83,708	31,613	137,212	26,803	77.9
SALISBURY (Wicomico) . . . **Over 50%:** Wicomico; **20 - 49%:** Somerset, Worcester.	123.5	45.6	1,154,039	943,126	180,857	102,695	46,899	215,017	29,489	48.1
WASHINGTON (D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Fairfax) . . . **Over 50%:** D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Arlington, Fairfax; **20 - 49%:** MD.: Calvert, Charles, Howard, St. Mary's; VA.: Fauquier, Loudoun, Prince William.	3,696.0	1,363.9	59,603,353	26,141,801	4,916,796	3,163,242	1,617,031	6,195,787	929,438	68.1
MASSACHUSETTS										
BOSTON-LAWRENCE-SALEM-LOWELL-BROCKTON (Suffolk, Essex, Middlesex, Plymouth, Norfolk) . . . **Over 50%:** Essex, Middlesex, Norfolk, Plymouth, Suffolk; **20 - 49%:** Barnstable, Dukes, Nantucket; N.H.: Rockingham.	4,113.1	1,531.6	59,155,111	31,413,987	5,740,652	3,343,481	1,358,057	6,137,052	1,028,353	71.1
HYANNIS (Barnstable) . . . **Over 50%:** Barnstable.	174.6	71.5	2,293,643	1,710,734	332,066	143,958	63,174	285,012	53,832	55.5

There's more to Boston than the bean and the globe.

The Patriot Ledger

- #1 in circulation (90,865) among Mass. evening papers
- #1 in classified advertising among New England daily papers
- #1 in retail advertising among Mass. daily pepers

Source: ABC Publisher's statement 3/31/86. NENA Linage Report 7/31/86
S&MM Survey of Buying Power 7/28/86.

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They rank first and fifth, respectively, in Massachusetts per household income.

The Patriot Ledger

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Represented nationally by Landon Associates

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FOR RESULTS
(SEE PAGE 96)

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	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
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MASSACHUSETTS (cont.)										
NEW BEDFORD-FALL RIVER-ATTLEBORO (Bristol) . . . **20 - 49%:** Bristol.	492.9	179.5	5,321,074	3,399,546	912,364	342,014	119,202	674,769	92,906	41.5
PITTSFIELD (Berkshire) . . . **Over 50%:** Berkshire.	143.1	54.7	1,749,044	1,033,858	243,157	98,841	27,569	191,258	32,085	56.0
SPRINGFIELD (Hampden) . . . **Over 50%:** Hampden; **20 - 49%:** Hampshire.	586.1	213.3	6,637,123	3,785,230	816,653	483,121	141,415	684,900	126,836	60.9
WORCESTER-FITCHBURG-LEOMINSTER (Worcester) . . . **Over 50%:** Worcester.	662.9	241.8	8,313,188	3,905,423	755,828	512,794	135,334	771,669	147,949	55.5
MICHIGAN										
ANN ARBOR (Washtenaw) . . . **20 - 49%:** Washtenaw.	271.7	98.4	3,594,480	1,786,706	266,624	274,826	104,092	393,176	61,874	45.6
BATTLE CREEK (Calhoun) . . . **20 - 49%:** Calhoun.	138.1	51.6	1,599,929	733,024	131,263	121,053	24,464	153,140	31,835	48.1
BENTON HARBOR (Berrien) . . . **20 - 49%:** Berrien, Van Buren.	235.6	85.8	2,438,357	1,022,348	217,723	135,906	24,516	211,043	36,599	40.6
DETROIT (Wayne, Macomb, Monroe, Oakland, St. Clair) . . . **Over 50%:** Macomb, Monroe, Oakland, St. Clair, Wayne; **20 - 49%:** Antrim, Cheboygan, Chippewa, Crawford, Emmet, Ingham, Iosco, Isabella, Lapeer, Livingston, Luce, Mackinac, Montmorency, Otsego, Presque Isle, Roscommon, Sanilac, Washtenaw.	5,213.2	1,886.6	63,815,453	31,246,317	5,794,413	3,671,032	1,556,416	7,376,053	1,467,262	72.4
FLINT (Genesee) . . . **Over 50%:** Genesee.	440.0	158.5	4,802,031	2,775,821	459,007	511,501	123,161	673,070	117,678	63.6
GRAND RAPIDS (Kent) . . . **Over 50%:** Kent; **20 - 49%:** Ottawa.	633.1	226.2	7,788,549	3,979,479	604,221	631,008	245,439	964,976	97,265	52.4

SEE WESTERN MASSACHUSETTS
THE WAY WE SEE IT.

We'd like you to see Western Massachusetts the way we see it. As the gateway to New England. As a thriving center for finance, trade, manufacturing and retailing.

Because that's what it is.

Today you'll see Springfield's downtown renaissance. With new construction under way. Making small dreams big ones. Making big ideas even better.

Springfield Newspapers are the source when America's leading marketers want to stand out in Western Massachusetts. Because with one simple media buy, they reach 87 percent of all adults in Greater Springfield.

The Springfield Newspapers hit home — to one of the fastest growing marketplaces in New England.

Springfield Newspapers
Morning Union • Evening Daily News • Sunday Republican

Represented nationally by Newhouse Newspapers
Source: Belden Continuing Market Study, 1984

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1985									% Hslds Cov Total Area
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
MICHIGAN (cont.)										
JACKSON (Jackson) . . . **Over 50%:** Jackson.	148.0	51.3	1,747,261	734,631	125,239	150,798	29,089	120,397	29,294	66.3
KALAMAZOO (Kalamazoo) . . . **Over 50%:** Kalamazoo; **20 - 49%:** Van Buren.	286.5	104.8	3,402,145	1,680,778	269,120	288,311	110,085	351,860	47,629	50.9
LANSING-EAST LANSING (Ingham) . . . **20 - 49%:** Clinton, Eaton, Ingham.	427.8	150.6	5,191,086	2,588,353	459,659	428,072	135,753	590,120	62,434	42.1
MUSKEGON (Muskegon) . . . **Over 50%:** Muskegon; **20 - 49%:** Oceana.	178.7	63.9	1,889,226	798,393	169,229	148,412	31,961	153,890	28,775	63.0
SAGINAW-BAY CITY-MIDLAND (Saginaw, Bay) . . . **Over 50%:** Bay, Saginaw; **20 - 49%:** Arenac, Ogemaw, Tuscola.	432.1	150.7	4,281,841	2,540,261	473,306	392,769	127,413	575,110	77,752	57.3
MINNESOTA										
DULUTH (St. Louis) . . . **Over 50%:** Carlton; **20 - 49%:** Cook, Itasca, Lake, St. Louis; WIS.: Douglas.	350.6	131.0	3,663,068	1,913,386	417,444	233,171	58,644	342,775	57,481	44.4
FARGO-MOORHEAD (N.D.: Cass) . . . **Over 50%:** MINN.: Clay; N.D.: Cass, Ransom; **20 - 49%:** MINN.: Mahnomen, Norman, Wilkin; N.D.: Barnes, Dickey, Eddy, Foster, Griggs, La Moure, Richland, Sargent, Steele, Traill.	254.5	92.1	2,868,471	1,490,503	245,104	147,344	57,406	431,794	36,932	49.7
MANKATO (Blue Earth) . . . **Over 50%:** Blue Earth, Nicollet; **20 - 49%:** Le Sueur, Waseca, Watonwan.	135.4	48.0	1,336,363	697,773	146,069	55,851	30,211	177,599	26,743	48.5

How do you reach a market with more spending money than New York, Philadelphia, and San Diego?

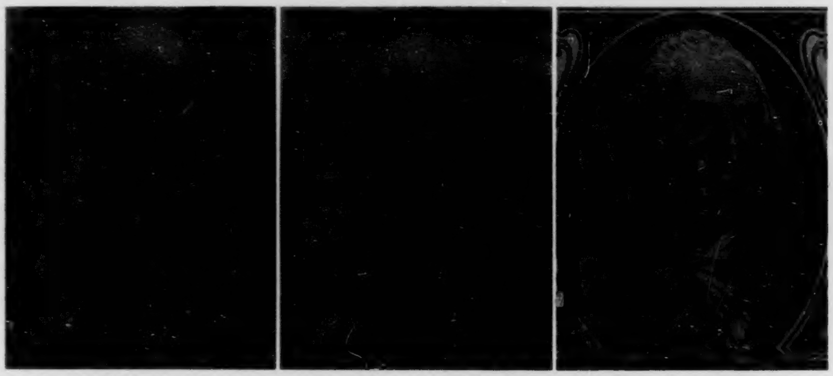
Answer below.

Only the Worcester Telegram and Gazette deliver Worcester County, Massachusetts, the prosperous market whose Median Household EBI is greater than New York's, San Diego's and Philadelphia's. For more facts on the Worcester Market, call Ad Director Bob Ballantine at (617) 793-9295 and ask for a copy of the new "Worcester Facts" market kit.

Source: Sales & Marketing Management's
1985 Survey of Buying Power.
Call CWO & O for details.

Worcester
TELEGRAM & GAZETTE

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1985 POPULATION 12/31/85 Total Pop (Thous.)	Total Households (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
MINNESOTA (cont.)										
MINNEAPOLIS-ST. PAUL (Hennepin, Ramsey) . . . **Over 50%:** Dakota, Hennepin, Ramsey, Washington; **20 - 49%:** Anoka, Big Stone, Carver, Chippewa, Chisago, Douglas, Isanti, Lac qui Parle, Le Sueur, McLeod, Mille Lacs, Redwood, Rice, Scott, Stevens, Traverse, Wright; WIS.: Pierce, St. Croix.	2,506.7	932.9	34,032,454	17,411,752	3,109,941	2,466,740	749,041	4,195,262	439,388	52.9
ROCHESTER (Olmsted) . . . **Over 50%:** Olmsted; **20 - 49%:** Dodge, Fillmore, Wabasha.	153.7	56.2	1,765,765	1,052,551	202,303	135,037	36,971	285,508	32,949	61.2
ST. CLOUD (Stearns) . . . **Over 50%:** Benton, Stearns.	141.9	44.8	1,320,779	1,290,587	159,293	111,380	31,630	19[illegible],987	23,539	50.6
MISSISSIPPI										
BILOXI-GULFPORT (Harrison) . . . **Over 50%:** Harrison; **20 - 49%:** Hancock, Stone.	208.9	73.8	1,923,016	1,082,965	214,823	160,264	41,715	275,886	43,808	54.4
JACKSON (Hinds) . . . **Over 50%:** Hinds; **20 - 49%:** Copiah, Madison, Rankin.	421.6	148.3	4,192,370	2,223,655	432,247	325,815	102,137	561,087	89,706	45.7
TUPELO (Lee) . . . **Over 50%:** Lee; **20 - 49%:** Chickasaw, Itawamba, Monroe, Pontotoc, Prentiss, Tippah, Union.	229.9	82.8	1,712,492	1,026,266	228,735	143,914	48,220	256,831	37,054	36.5
MISSOURI										
JOPLIN (Jasper) . . . **Over 50%:** Jasper; **20 - 49%:** KAN.: Cherokee; MO.: Barton, McDonald, Newton.	185.6	69.8	1,689,212	1,014,246	231,078	143,786	34,729	257,949	21,693	47.2
KANSAS CITY (Jackson) . . . **Over 50%:** KAN.: Johnson, Wyandotte; MO.: Cass, Clay, Jackson, Lafayette, Platte; **20 - 49%:** KAN.: Anderson, Leavenworth, Linn, Miami; MO.: Bates, Carroll, Clinton, Henry, Johnson, Ray, Saline.	1,645.3	614.7	21,082,038	11,064,868	2,080,144	1,500,919	435,149	2,808,033	319,865	76.3
ST. JOSEPH (Buchanan) . . . **Over 50%:** KAN.: Doniphan; MO.: Andrew, Buchanan, De Kalb, Gentry, Holt; **20 - 49%:** MO.: Atchison, Caldwell, Clinton, Daviess, Harrison, Nodaway, Worth.	212.3	78.5	2,034,849	1,050,225	252,617	128,324	30,122	265,747	20,933	70.5
ST. LOUIS (St. Louis; ILL.: Madison, St. Clair) . . . **Over 50%:** ILL.: Madison, St. Clair; MO.: St. Louis; **20 - 49%:** ILL.: Bond, Calhoun, Clinton, Greene, Jersey, Macoupin, Monroe, Randolph; MO.: Franklin, Gasconade, Iron, Jefferson, Lincoln, Pike, St. Charles, Ste. Genevieve, St. Francois, Warren.	2,689.7	971.2	32,323,493	16,444,706	3,423,983	2,290,164	715,536	3,879,154	457,455	52.5



How To Focus On The Money In The Twin Cities.

In proportion to the population, there are an *extremely* large number of upscale financial sophisticates living in Minneapolis and St. Paul.

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STAR and Tribune

Represented nationally by Sawyer Ferguson Walker Company Inc., by Metropolitan Sunday Newspapers, and in Canada by American Publishers Representatives, Ltd.

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1985 POPULATION 12/31/85 Total Pop. (Thous.)	Total House-holds (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds Cov. Total Area
MISSOURI (cont.)										
SPRINGFIELD (Greene) . . . **20 - 49%:** Christian, Dade, Greene, Polk, Taney, Webster.	298.9	111.5	3,024,804	1,807,193	373,169	283,803	82,425	442,376	44,440	41.8
MONTANA										
BILLINGS (Yellowstone) . . . **Over 50%:** Stillwater, Yellowstone; **20 - 49%:** Big Horn, Carbon, Custer, Daniels, Dawson, Fallon, Garfield, Golden Valley, McCone, Musselshell, Park, Petroleum, Powder River, Prairie, Richland, Roosevelt, Rosebud, Sheridan, Sweet Grass, Treasure, Valley, Wheatland, Wibaux; WYO.: Big Horn, Park.	307.5	117.6	3,072,933	2,011,237	460,395	197,913	95,783	398,004	66,354	46.5
GREAT FALLS (Cascade) . . . **Over 50%:** Cascade; **20 - 49%:** Blaine, Chouteau, Glacier, Hill, Judith Basin, Liberty, Meagher, Phillips, Pondera, Teton, Toole.	155.5	59.5	1,519,053	840,592	181,573	85,897	47,210	185,161	40,232	49.9
MISSOULA (Missoula) . . . **Over 50%:** Missoula; **20 - 49%:** Granite, Lake, Mineral, Ravalli, Sanders.	142.1	55.4	1,327,917	662,766	160,419	61,111	33,474	128,541	21,646	47.0
NEBRASKA										
GRAND ISLAND (Hall) . . . **Over 50%:** Greeley, Hall, Howard, Merrick, Sherman; **20 - 49%:** Garfield, Hamilton, Nance, Valley.	95.3	35.4	871,888	539,738	81,531	84,753	25,467	121,428	11,988	64.4
LINCOLN (Lancaster) . . . **Over 50%:** Lancaster, Saline, Seward; **20 - 49%:** Butler, Fillmore, Gage, Jefferson, Johnson, Otoe, Pawnee, Saunders, Thayer.	337.3	128.9	4,138,516	1,703,281	336,298	215,983	81,922	375,596	59,773	57.8
OMAHA (Douglas) . . . **Over 50%:** Douglas, Sarpy; **20 - 49%:** IA.: Fremont, Harrison, Mills, Montgomery, Page, Pottawattamie, Shelby; NEB.: Antelope, Blaine, Boone, Boyd, Brown, Buffalo, Burt, Butler, Cass, Chase, Cherry, Colfax, Cuming, Custer, Dawson, Deuel, Dodge, Furnas, Garden, Grant, Greeley, Harlan, Holt, Kearney, Nemaha, Otoe, Phelps, Platte, Polk, Richardson, Rock, Saunders, Thurston, Valley, Washington, Wayne.	1,074.8	401.6	12,438,209	6,157,290	1,219,242	706,868	341,146	1,515,340	180,206	45.9
NEVADA										
LAS VEGAS (Clark) . . . **Over 50%:** Clark; **20 - 49%:** Lincoln, Nye.	572.6	230.8	6,776,018	4,174,158	864,591	537,264	230,153	811,246	160,106	66.9
RENO (Washoe) . . . **20 - 49%:** Carson City, Churchill, Humboldt, Lyon, Pershing, Washoe.	300.8	125.5	3,80[illegible],434	2,631,516	548,898	356,176	102,813	486,270	81,096	39.5
NEW HAMPSHIRE										
MANCHESTER-NASHUA (Hillsborough) . . . **Over 50%:** Hillsborough; **20 - 49%:** Coos.	335.9	123.1	4,525,580	2,728,723	525,814	441,438	126,531	571,752	67,191	53.7
PORTSMOUTH-DOVER-ROCHESTER (Strafford) . . . **Over 50%:** Strafford.	91.5	32.7	1,065,030	518,227	134,394	27,154	15,464	123,246	13,281	56.3

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LANDON
FOR RESULTS
(See page 96)

When you ask Landon . . you get the largest newspaper sales and marketing organization working for you. That's why advertisers turn to Landon for results. It starts with a phone call:
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The book on us is quality.

Monmouth-Ocean, N.J. PMSA

#15 Per Capita EBI

#19 AVG HH EBI

#35 HH with EBI $50,000+

#49 Population

#48 Households

S&MM 1986

NYC
60 mi.
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The Big Tomato

The Big Tomato is a top 50 market in size, but top 35 in spending Power. Put us on your best-seller list.

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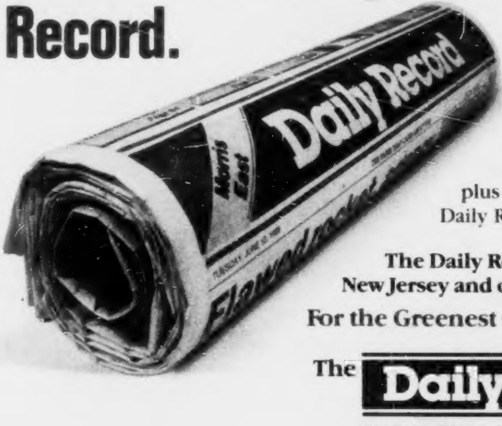
S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1985										
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
NEW JERSEY										
ATLANTIC CITY (Atlantic) . . . **Over 50%:** Atlantic; **20 - 49%:** Cape May.	305.1	118.8	3,539,276	2,276,243	484,932	202,991	91,137	392,788	67,342	55.3
BERGEN-PASSAIC (Bergen, Passaic) . . . **Over 50%:** Passaic; **20 - 49%:** Bergen.	1,293.4	476.7	20,712,344	10,080,540	1,919,563	1,143,155	659,399	1,941,861	294,094	50.6
JERSEY CITY (Hudson) . . . **20 - 49%:** Hudson.	552.9	212.7	6,149,669	2,605,408	700,727	119,497	135,836	430,981	88,276	40.4
MIDDLESEX-SOMERSET-HUNTERDON (Middlesex, Somerset) . . . **Over 50%:** Middlesex; **20 - 49%:** Somerset.	834.7	292.6	12,715,326	5,807,998	1,254,305	676,988	426,308	1,087,900	151,873	48.7
MONMOUTH-OCEAN (Monmouth) . . . **Over 50%:** Monmouth; **20 - 49%:** Ocean.	946.2	354.1	13,875,891	5,996,481	1,308,746	572,997	256,330	1,543,140	161,636	43.3

Reach the Greenest Coverage in the Garden State in the Daily Record.

S Morris County's $52,541 is the highest EBI per household in New Jersey
(Source: 1986 SM&M Survey of Buying Power)

S Morris County is currently #2 in U.S. median EBI per household at $42,445
(Source: 1986 SM&M Survey of Buying Power)



S Morris County is #1 in median household income in the New York ADI
(Source: 1986 SM&M Survey of Buying Power)

S 58% of all adults earning $50,000 plus per year in Morris County read the Daily Record (Source: Belden Associates, 1985)

The Daily Record reaches the richest county in New Jersey and one of the richest counties in the U.S.

For the Greenest Coverage in the Garden State

The Daily Record A Colorful Part of Your Life

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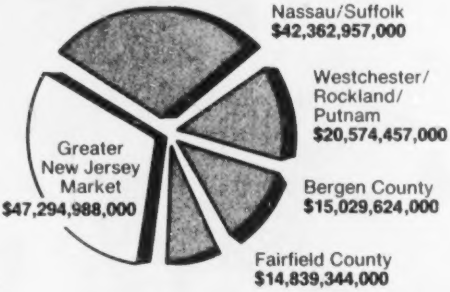
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1985 POPULATION 12/31/85 Total Pop. (Thous.)	 Total Households (Thous.)	 EFFECTIVE BUYING INCOME Total EBI ($000)	 RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	 Food ($000)	 General Merchandise ($000)	 Furnit./Furnish./Appl. ($000)	 Automotive ($000)	 Drug ($000)	% Hslds. Cov. Total Area
NEW JERSEY (cont.)										
NEWARK (Essex, Morris, Union) . . . **Over 50%:** Morris, Union; **20 - 49%:** Essex, Middlesex, Somerset, Sussex.	2,715.6	969.5	40,689,297	17,027,192	3,721,600	1,641,270	1,133,648	3,405,169	491,013	47.1
PHILADELPHIA (PENN.: Philadelphia, Bucks, Chester, Delaware, Montgomery; N.J.: Burlington, Camden, Gloucester) . . . **Over 50%:** N.J.: Burlington, Camden, Gloucester; PENN.: Bucks, Chester, Delaware, Montgomery, Philadelphia; **20 - 49%:** N.J.: Salem.	4,876.0	1,780.8	60,233,805	28,626,200	5,624,720	3,467,248	1,393,386	6,081,281	959,633	65.7
TRENTON (Mercer) . . . **Over 50%:** Mercer.	312.9	111.7	4,477,588	2,062,206	428,191	269,447	104,402	355,623	65,386	85.9
NEW MEXICO										
ALBUQUERQUE (Bernalillo) . . . **Over 50%:** Bernalillo; **20 - 49%:** Guadalupe, Los Alamos, Socorro, Valencia.	547.5	205.3	5,860,512	3,153,105	677,730	372,736	180,675	687,350	89,823	57.5
NEW YORK										
ALBANY-SCHENECTADY-TROY (Albany, Schenectady, Rensselaer) . . . **Over 50%:** Albany, Rensselaer, Schenectady; **20 - 49%:** Montgomery, Saratoga, Schoharie.	851.0	315.5	10,403,314	4,909,593	1,141,561	500,919	241,490	1,004,565	178,099	71.2
BINGHAMTON (Broome) . . . **Over 50%:** Broome; **20 - 49%:** Chenango, Tioga; PENN.: Susquehanna.	362.2	131.6	4,038,708	1,749,270	425,188	178,059	74,751	377,553	78,586	61.0

#1 Suburban market in the New York ADI

Compare EBI's



The Sunday Star-Ledger delivers nearly 1.3 million readers in the Greater New Jersey market . . . richest of all suburban markets surrounding New York City.

For more information about The Star-Ledger's selling power, contact Walter Schwartz, National Advertising Manager, (201) 877-4214.

The Star-Ledger
New Jersey's Largest Newspaper
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Star-Ledger Plaza, Newark, N.J. 07101
Represented Nationally by Newhouse Newspapers

Sources: S & MM Survey of Buying Power, 1986; ABC FasFax 3/31/86; The Scarborough Report, 1986. The Greater New Jersey Market is Essex, Middlesex, Monmouth, Morris, Somerset & Union Counties.

100+GRP IMPACT

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SUNDAY TIMES UNION
ALL-TIME HIGH
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NEW YORK'S CAPITAL NEWSPAPERS
TIMES UNION
Mornings and Sunday
Knickerbocker News
Evenings
HEARST NEWSPAPERS

*Single insertion each: daily & Sunday Times Union, The Knickerbocker News

S&MM's SURVEY OF NEWSPAPER MARKETS

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NEW YORK (cont.)										
BUFFALO (Erie) . . . **Over 50%:** Erie; **20 - 49%:** Niagara, Wyoming.	1,243.3	454.7	14,044,184	6,276,061	1,627,476	703,033	281,001	1,226,246	298,325	65.1
ELMIRA (Chemung) . . . **Over 50%:** Chemung; **20 - 49%:** Schuyler; PENN.: Tioga.	156.5	55.6	1,494,970	698,575	143,605	108,259	23,775	152,281	29,213	53.0
GLENS FALLS (Warren) . . . **Over 50%:** Warren, Washington.	114.7	40.0	1,179,721	675,050	167,296	68,181	17,362	130,927	28,378	67.1
JAMESTOWN (Chautauqua) . . . **20 - 49%:** Chautauqua.	149.5	55.1	1,576,239	663,494	176,529	71,963	24,599	140,080	24,964	48.3

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

The schenectady Gazette

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S&MM's SURVEY OF NEWSPAPER MARKETS

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NEW YORK (cont.)										
NASSAU-SUFFOLK (Suffolk) . . . **Over 50%:** Nassau, Suffolk.	2,701.0	873.6	42,362,957	19,423,148	3,948,868	2,052,151	1,262,125	3,584,412	555,344	56.3
NEW YORK (New York City, Rockland, Westchester) . . . **Over 50%:** New York City, Rockland, Westchester; **20 - 49%:** CONN.: Fairfield; N.J.: Bergen, Hudson, Union; N.Y.: Dutchess, Nassau, Putnam, Suffolk.	14,104.4	5,316.2	198,124,941	81,516,450	16,604,036	8,665,379	5,476,877	12,946,962	2,598,778	50.3
NIAGARA FALLS (Niagara) . . . **20 - 49%:** Niagara.	218.6	80.1	2,480,297	988,495	265,683	132,153	32,236	192,267	46,213	35.2
OLEAN (Cattaraugus) . . . **20 - 49%:** Allegany, Cattaraugus; PENN.: Potter.	161.8	55.8	1,395,146	571,918	159,729	55,870	19,431	127,817	22,068	37.7
ORANGE COUNTY (Orange) . . . **Over 50%:** Orange; **20 - 49%:** Sullivan.	349.0	117.7	3,870,820	1,943,775	470,331	239,452	84,299	373,689	54,910	56.2
POUGHKEEPSIE (Dutchess) . . . **20 - 49%:** Dutchess.	258.8	87.6	3,355,281	1,401,695	336,321	150,336	58,133	283,625	44,078	44.5
ROCHESTER (Monroe) . . . **Over 50%:** Monroe; **20 - 49%:** Livingston, Ontario, Wayne.	959.7	351.9	12,523,176	5,437,334	1,172,925	581,274	275,176	1,278,446	219,954	62.7
SYRACUSE (Onondaga) . . . **Over 50%:** Onondaga; **20 - 49%:** Cayuga, Madison, Oswego.	747.0	266.1	8,797,657	3,873,673	944,572	385,476	182,333	855,187	168,023	64.8
UTICA-ROME (Oneida) . . . **Over 50%:** Oneida; **20 - 49%:** Herkimer.	323.1	115.7	3,366,294	1,589,853	389,015	163,172	69,786	298,767	83,423	52.7
WATERTOWN (Jefferson) . . . **Over 50%:** Jefferson; **20 - 49%:** Lewis, St. Lawrence.	236.5	79.7	2,183,586	1,019,123	237,902	90,659	38,537	221,143	66,917	49.8
NORTH CAROLINA										
ASHEVILLE (Buncombe) . . . **Over 50%:** Buncombe; **20 - 49%:** Graham, Haywood, Macon, Madison, Mitchell, Swain, Transylvania, Yancey.	331.1	127.2	3,178,012	1,900,502	392,189	184,601	79,879	458,883	78,404	39.5
BURLINGTON (Alamance) . . . **Over 50%:** Alamance.	100.5	38.2	1,044,196	763,657	147,208	68,802	43,070	210,610	24,946	72.1
CHARLOTTE-GASTONIA-ROCK HILL (Mecklenburg, Gaston, Rowan; S.C.: York) . . . **Over 50%:** N.C.: Gaston, Mecklenburg, Rowan; S.C.: York; **20 - 49%:** N.C.: Cleveland, Lincoln, Stanly, Union; S.C.: Chester, Lancaster.	1,183.4	434.5	12,841,584	6,985,911	1,627,208	682,360	357,256	1,790,913	225,624	60.4
FAYETTEVILLE (Cumberland) . . . **Over 50%:** Cumberland; **20 - 49%:** Hoke.	286.1	90.6	2,595,151	1,376,491	271,228	202,672	115,223	348,422	31,855	61.5

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IN BUYING POWER

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Source: Survey of Buying Power, 1986

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1985									% Hslds Cov. Total Area
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
NORTH CAROLINA (cont.)										
GREENSBORO-WINSTON-SALEM-HIGH POINT (Guilford, Forsyth) . . . **Over 50%:** Forsyth, Guilford; **20 - 49%:** Alleghany, Davidson, Davie, Montgomery, Randolph, Rockingham, Stokes, Surry, Yadkin.	1,086.2	409.9	11,952,798	6,370,163	1,287,604	674,623	378,808	1,541,124	216,787	51.5
HICKORY (Catawba) . . . **20 - 49%:** Catawba.	113.2	42.0	1,261,289	847,332	166,079	86,761	43,500	218,476	33,573	47.1
RALEIGH-DURHAM (Wake, Durham) . . . **Over 50%:** Durham, Wake; **20 - 49%:** Granville, Johnston, Orange, Person, Washington.	758.2	283.1	8,779,562	4,582,184	936,425	528,397	271,488	1,112,273	176,089	60.0
WILMINGTON (New Hanover) . . . **Over 50%:** New Hanover; **20 - 49%:** Brunswick, Pender.	184.7	68.7	1,699,344	1,111,241	248,801	138,845	48,502	251,404	33,532	54.9
NORTH DAKOTA										
BISMARCK (Burleigh) . . . **Over 50%:** Burleigh, Morton; **20 - 49%:** Emmons, Grant, Kidder, McLean, Mercer, Oliver.	135.8	47.9	1,552,821	753,668	132,051	92,253	28,525	216,291	21,186	50.9
FARGO-MOORHEAD (Cass) . . . **Over 50%:** MINN.: Clay; N.D.: Cass, Ransom; **20 - 49%:** MINN.: Mahnomen, Norman, Wilkin; N.D.: Barnes, Dickey, Eddy, Foster, Griggs, La Moure, Richland, Sargent, Steele, Traill.	254.5	92.1	2,868,471	1,490,503	245,104	147,344	57,406	431,794	36,932	49.7
GRAND FORKS (Grand Forks) . . . **Over 50%:** Grand Forks; **20 - 49%:** MINN.: Kittson, Marshall, Pennington, Polk, Red Lake, Roseau; N.D.: Cavalier, Nelson, Pembina, Traill, Walsh.	206.1	72.5	2,198,585	1,111,019	197,002	124,153	44,822	334,100	26,139	47.6
MINOT (Ward) . . . **Over 50%:** Bottineau, Burke, McHenry, Mountrail, Renville, Ward; **20 - 49%:** Divide, McLean, Pierce, Wells.	124.2	43.5	1,378,200	713,162	114,658	70,086	35,775	217,653	18,361	58.0

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S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1985									
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
OHIO										
AKRON (Summit) . . . **Over 50%:** Summit; **20 - 49%:** Medina.	632.1	233.9	7,295,626	3,619,183	799,523	440,395	127,680	714,636	148,710	58.3
CANTON (Stark) . . . **20 - 49%:** Stark.	381.6	138.8	4,125,381	2,178,101	492,541	267,519	88,076	447,050	76,382	41.1
CINCINNATI (Hamilton) . . . **Over 50%:** KY.: Boone, Campbell, Kenton; OHIO: Hamilton; **20 - 49%:** IND.: Dearborn, Ohio, Ripley; KY.: Bracken, Gallatin, Grant, Pendleton; OHIO: Brown, Butler, Clermont.	1,678.3	619.0	19,390,136	9,615,229	1,988,930	1,424,630	423,425	1,979,039	385,465	48.6
CLEVELAND (Cuyahoga, Lake) . . . **Over 50%:** Cuyahoga, Lake; **20 - 49%:** Geauga, Medina.	1,873.4	715.2	22,986,935	12,133,621	2,460,506	1,670,956	612,202	2,393,463	595,740	60.9

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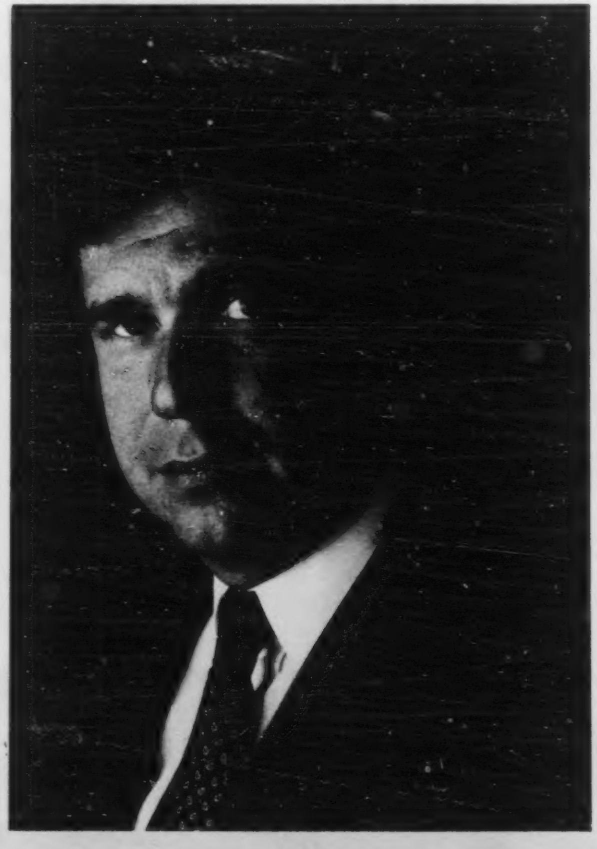

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds Cov. Total Area
	S&MM ESTIMATES 1985									
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
OHIO (cont.)										
COLUMBUS (Franklin) . . . **Over 50%:** Franklin; **20 - 49%:** Delaware, Fairfield, Madison, Pickaway, Union.	1,163.6	443.0	13,665,359	7,535,048	1,448,719	981,325	395,215	1,732,434	235,976	47.6
DAYTON-SPRINGFIELD (Montgomery, Clark) . . . **Over 50%:** Clark, Montgomery; **20 - 49%:** Champaign, Darke, Greene, Miami, Preble.	1,059.1	400.4	12,456,744	5,813,159	1,208,911	760,053	277,875	1,233,419	184,620	60.8
DOVER (Tuscarawas) . . . **Over 50%:** Tuscarawas; **20 - 49%:** Harrison.	104.1	39.0	1,001,488	446,116	98,918	44,360	19,667	111,117	15,298	64.8
FINDLAY (Hancock) . . . **Over 50%:** Hancock.	64.9	24.5	791,190	335,260	66,358	44,209	12,637	88,296	11,575	72.2
HAMILTON-MIDDLETOWN (Butler) . . . **20 - 49%:** Butler.	273.6	96.8	3,003,333	1,196,047	288,101	136,771	39,727	285,671	47,017	28.7
LIMA (Allen) . . . **Over 50%:** Allen; **20 - 49%:** Putnam.	146.6	51.6	1,466,717	846,143	162,957	145,762	27,613	174,415	30,571	64.0
LORAIN-ELYRIA (Lorain) . . . **Over 50%:** Lorain.	273.6	95.4	3,200,023	1,305,574	308,096	175,250	45,414	304,765	56,360	70.8
MANSFIELD (Richland) . . . **Over 50%:** Richland.	130.9	48.5	1,428,850	806,316	142,703	150,088	24,107	177,345	23,823	64.6
PARKERSBURG-MARIETTA (W.VA.: Wood) . . . **Over 50%:** W.VA.: Wirt, Wood; **20 - 49%:** OHIO: Washington; W.VA.: Pleasants, Ritchie.	184.6	68.5	1,761,790	965,575	194,809	142,833	38,212	233,432	42,072	49.1
SANDUSKY (Erie) . . . **Over 50%:** Erie; **20 - 49%:** Huron.	135.7	49.0	1,429,641	688,061	135,973	100,806	26,908	157,310	24,912	47.2
TOLEDO (Lucas) . . . **Over 50%:** Lucas; **20 - 49%:** Fulton, Henry, Ottawa, Wood.	687.0	254.9	8,045,207	4,808,857	952,316	751,471	205,046	1,002,258	202,902	56.1
WOOSTER (Wayne) . . . **Over 50%:** Wayne; **20 - 49%:** Holmes.	132.9	43.8	1,357,204	514,614	126,623	41,143	20,684	130,452	12,573	56.5
YOUNGSTOWN-WARREN (Mahoning, Trumbull) . . . **Over 50%:** Mahoning, Trumbull.	516.2	190.4	5,812,759	2,786,870	574,792	443,201	118,651	521,301	101,761	68.4
OKLAHOMA										
ENID (Garfield) . . . **Over 50%:** Alfalfa, Garfield, Grant; **20 - 49%:** Major, Woods.	99.2	38.5	1,126,846	609,033	145,309	52,626	32,565	146,430	22,039	66.9
LAWTON (Comanche) . . . **Over 50%:** Comanche; **20 - 49%:** Cotton.	124.6	41.1	1,228,546	622,356	142,156	105,244	32,758	138,324	10,980	66.5
OKLAHOMA CITY (Oklahoma) . . . **Over 50%:** Oklahoma; **20 - 49%:** Beaver, Blaine, Canadian, Cleveland, Custer, Dewey, Ellis, Garvin, Grady, Greer, Harmon, Harper, Kingfisher, Kiowa, Logan, McClain, Marshall, Murray, Noble, Roger Mills, Washita.	1,164.5	447.7	13,593,421	8,427,091	1,619,901	958,908	455,664	2,081,507	169,952	44.6
TULSA (Tulsa) . . . **Over 50%:** Tulsa; **20 - 49%:** Craig, Creek, Mayes, Okmulgee, Rogers, Wagoner, Washington.	845.5	324.6	9,660,746	4,933,147	1,082,785	582,525	277,860	1,076,352	91,501	55.4

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S&MM ESTIMATES 1985

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
OREGON										
EUGENE-SPRINGFIELD (Lane) . . . **Over 50%:** Lane.	267.9	104.3	2,677,232	1,434,241	289,200	212,866	73,423	339,498	34,565	61.5
MEDFORD (Jackson) . . . **Over 50%:** Jackson.	139.3	52.6	1,274,776	762,391	133,529	121,637	29,985	174,453	15,466	51.2
PORTLAND (Multnomah) . . . **Over 50%:** Multnomah, Washington; **20 - 49%:** Clackamas, Clatsop, Columbia, Gilliam, Grant, Harney, Hood River, Lincoln, Sherman, Tillamook, Wasco, Yamhill; WASH.: Skamania.	1,342.2	525.8	15,760,997	8,321,296	1,468,268	1,431,423	369,766	1,815,054	160,406	46.7
SALEM (Marion) . . . **Over 50%:** Marion; **20 - 49%:** Polk.	257.0	94.6	2,346,257	1,184,037	226,887	201,625	51,210	265,565	31,299	49.9
PENNSYLVANIA										
ALLENTOWN-BETHLEHEM (Lehigh, Northampton) . . . **Over 50%:** N.J.: Warren; PENN.: Lehigh, Northampton; **20 - 49%:** PENN.: Carbon.	656.8	249.9	7,973,465	3,798,948	773,610	439,857	151,491	842,240	108,680	73.5
ALTOONA (Blair) . . . **Over 50%:** Blair.	136.0	51.0	1,270,448	742,310	166,458	104,961	39,333	176,945	26,593	60.0
BEAVER COUNTY (Beaver) . . . **Over 50%:** Beaver.	199.9	73.4	2,335,053	847,635	232,691	156,831	36,244	129,126	32,599	61.1
BUTLER (Butler) . . . **Over 50%:** Butler.	156.3	55.1	1,578,372	652,545	134,979	84,838	33,330	151,031	20,784	52.8

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STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration)	S&MM ESTIMATES 1985 POPULATION 12/31/85 Total Pop (Thous.)	Total Households (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds Cov. Total Area
PENNSYLVANIA (cont.)										
ERIE (Erie) . . . **Over 50%:** Erie	285.3	103.3	3,109,661	1,431,057	318,335	169,249	70,095	304,999	49,874	65.9
HARRISBURG-LEBANON-CARLISLE (Dauphin, Lebanon) . . . **Over 50%:** Dauphin, Lebanon; **20 - 49%:** Cumberland, Perry	578.8	220.7	6,991,737	3,804,955	819,214	426,289	161,686	809,029	114,002	53.5
JOHNSTOWN (Cambria) . . . **Over 50%:** Cambria; **20 - 49%:** Somerset	262.6	95.9	2,295,880	1,032,751	250,994	127,485	47,276	221,086	33,710	48.6
LANCASTER (Lancaster) . . . **Over 50%:** Lancaster	386.6	138.8	4,324,798	2,189,656	486,418	229,733	126,891	462,782	64,897	69.3
PHILADELPHIA (Philadelphia, Bucks, Chester, Delaware, Montgomery; N.J.: Burlington, Camden, Gloucester) . . . **Over 50%:** N.J.: Burlington, Camden, Gloucester; PENN.: Bucks, Chester, Delaware, Montgomery, Philadelphia; **20 - 49%:** N.J.: Salem	4,876.0	1,780.8	60,233,805	28,626,200	5,624,720	3,467,248	1,393,386	6,081,281	959,633	65.7
PITTSBURGH (Allegheny, Fayette, Washington, Westmoreland) . . . **Over 50%:** Allegheny, Fayette, Washington, Westmoreland; **20 - 49%:** Armstrong, Greene	2,308.3	894.1	26,554,890	12,141,176	2,609,703	1,728,214	564,952	2,655,895	401,117	63.3
POTTSVILLE (Schuylkill) . . . **20 - 49%:** Schuylkill	160.2	62.9	1,461,943	685,777	191,402	105,992	35,286	105,792	30,951	43.4

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PENNSYLVANIA (cont.)										
READING (Berks) . . . **Over 50%:** Berks.	323.4	124.5	3,742,480	2,030,255	381,145	241,465	99,781	459,063	47,423	63.3
SCRANTON-WILKES-BARRE (Lackawanna, Luzerne) . . . **Over 50%:** Lackawanna; **20 - 49%:** Luzerne, Wayne, Wyoming.	631.9	240.0	6,187,597	3,233,983	712,886	424,326	132,455	611,782	134,070	56.9
SHARON (Mercer) . . . **Over 50%:** Mercer.	128.6	47.0	1,298,181	574,066	126,314	82,026	25,872	144,608	15,339	52.4
SUNBURY (Northumberland) . . . **Over 50%:** Snyder, Union; **20 - 49%:** Northumberland.	170.6	63.0	1,497,415	790,259	175,590	98,125	33,651	182,271	30,519	39.5
WILLIAMSPORT (Lycoming) . . . **Over 50%:** Lycoming.	119.3	44.0	1,173,715	613,975	146,481	82,846	27,752	140,444	20,010	68.6
YORK (York) . . . **Over 50%:** York.	331.9	125.1	3,806,910	1,645,201	353,068	212,581	78 476	375,407	43,211	69.5
RHODE ISLAND										
PROVIDENCE-PAWTUCKET-WOONSOCKET (Providence) . . . **Over 50%:** Bristol, Kent, Providence; **20 - 49%:** Newport, Washington.	969.5	353.0	11,687,990	5,641,692	1,190,563	646,531	215,527	1,019,468	230,714	68.5
SOUTH CAROLINA										
ANDERSON (Anderson) . . . **20 - 49%:** GA.: Elbert, Franklin, Hart, Stephens; S.C.: Abbeville, Anderson, Oconee.	298.3	110.6	2,671,855	1,301,826	315,713	123,491	57,672	339,162	56,842	35.5
CHARLESTON (Charleston) . . . **Over 50%:** Charleston; **20 - 49%:** Berkeley, Colleton, Dorchester.	524.7	177.6	4,698,777	2,664,658	585,596	282,069	145,612	696,926	68,739	56.4
CHARLOTTE-GASTONIA-ROCK HILL (N.C.: Mecklenburg, Gaston, Rowan; S.C.: York) . . . **Over 50%:** N.C.: Gaston, Mecklenburg, Rowan; S.C.: York; **20 - 49%:** N.C.: Cleveland, Lincoln, Stanly, Union; S.C.: Chester, Lancaster.	1,183.4	434.5	12,841,584	6,985,911	1,627,208	682,360	357,256	1,790,913	225,624	60.4
COLUMBIA (Richland) . . . **Over 50%:** Lexington, Richland; **20 - 49%:** Calhoun, Fairfield, Kershaw, Newberry, Saluda.	568.6	202.4	5,981,939	2,875,090	565,006	352,373	131,029	699,941	84,868	54.3
FLORENCE (Florence) . . . **20 - 49%:** Darlington, Florence.	184.1	63.9	1,490,435	941,325	190,414	108,118	38,914	239,930	35,525	40.4
GREENVILLE-SPARTANBURG (Greenville, Spartanburg) . . . **Over 50%:** Greenville, Spartanburg; **20 - 49%:** Cherokee, Laurens, Oconee, Pickens, Union.	788.8	290.8	7,379,901	4,140,885	948,885	479,010	207,120	913,766	143,810	49.6
MYRTLE BEACH (Horry) . . . **20 - 49%:** Horry.	126.9	47.6	1,272,706	1,116,400	231,242	106,406	83,623	227,057	29,363	50.0

"I live and work in Reading.
Where the heck *is* Philadelphia?"

Of course the 322,000 people who live in the READING, PA SMA
know where Philadelphia is . . . but their shopping decisions are made locally.
The Reading Eagle and Reading Times are the only effective way to sell this lucrative market.
If your advertising schedule does not include Reading, you're missing a good thing.*

*Reading was rated #14 in desirable living areas in the USA by American Demographics (July 1985).

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Evening and Sunday

Reading Times
Morning

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Represented Nationally By Cresmer, Woodward, O'Mara & Ormsbee, Inc.

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1985										% Hslds. Cov Total Area
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)		
SOUTH DAKOTA											
RAPID CITY (Pennington) . . . **Over 50%:** Pennington; **20 - 49%:** Butte, Custer, Fall River, Haakon, Jackson, Lawrence, Meade; WYO.: Weston.	156.9	58.2	1,790,795	953,555	187,479	104,165	35,526	244,005	26,699		49.0
SIOUX FALLS (Minnehaha) . . . **Over 50%:** Minnehaha; **20 - 49%:** IA.: Lyon; S.D.: Clay, Lake, Lincoln, McCook, Miner, Moody, Turner, Union.	211.8	79.8	2,482,157	1,146,718	194,794	132,268	53,563	298,1[illegible]	47,408		42.0
TENNESSEE											
CHATTANOOGA (Hamilton) . . . **Over 50%:** Hamilton; **20 - 49%:** GA.: Catoosa, Dade, Walker; TENN.: Bledsoe, Marion, Rhea, Sequatchie.	469.5	173.5	4,514,161	2,625,300	631,267	333,325	131,766	589,738	69,675		49.9
JACKSON (Madison) . . . **Over 50%:** Madison; **20 - 49%:** Carroll, Chester, Crockett, Gibson, Henderson.	206.3	77.0	1,815,909	1,072,811	213,368	185,984	47,012	247,653	41,073		39.6
JOHNSON CITY-KINGSPORT-BRISTOL (Washington, Sullivan; VA.: Washington) . . . **Over 50%:** TENN.: Sullivan, Washington; VA.: Scott, Washington, Wise; **20 - 49%:** TENN.: Carter, Hawkins, Johnson, Unicoi; VA.: Dickenson, Lee, Russell, Smyth.	631.8	228.2	5,776,709	3,013,415	711,718	389,154	119,979	777,861	110,202		50.1
KNOXVILLE (Knox) . . . **Over 50%:** Knox; **20 - 49%:** Anderson, Blount, Campbell, Grainger, Jefferson, Loudon, Monroe, Morgan, Roane, Sevier, Union.	764.8	289.6	7,580,614	4,777,903	1,022,214	584,627	235,340	1,064,874	149,068		47.2
MEMPHIS (Shelby) . . . **Over 50%:** Shelby; **20 - 49%:** ARK.: Crittenden; MISS.: De Soto, Tate, Yalobusha; TENN.: Tipton.	967.4	343.7	9,675,526	6,264,657	1,241,928	863,579	332,662	1,487,180	231,566		50.3
NASHVILLE (Davidson) . . . **Over 50%:** Davidson; **20 - 49%:** Coffee, Dickson, Humphreys, Robertson, Rutherford, Sumner, Trousdale, Williamson, Wilson.	947.1	351.7	10,939,906	5,957,501	1,149,100	880,063	277,362	1,434,149	181,251		45.8

Maximize Sales; Minimize Costs

Easy to say, but not so easy to do. Yet each year sales and marketing executives nationwide set out to do just that. And along with them, every step of the way, is **Sales and Marketing Management's Survey of Selling Costs**, a one-of-its-kind survey. It's a reliable, accurate source of comparative data readers can use in planning, projections, and budgeting. **No** other publication commands their immediate attention or their repeated reference like this **Survey** does.

If what you're selling will help keep the spiralling costs of sales under control, this is a once-a-year opportunity to reach more than 50,000 sales and marketing executives as they are giving their undivided attention to managing costs.

The **1987 Survey of Selling Costs** includes sections on:

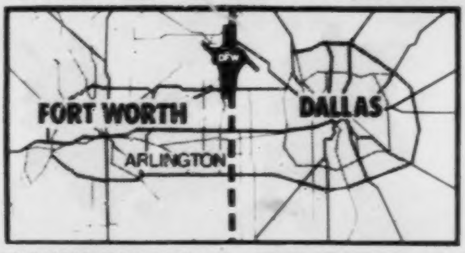
- Metro Sales Costs—travel and entertainment expenses in leading metro markets.
- Sales Meetings and Sales Training—Sales meeting costs in 30 major metropolitan markets. Average costs of sales training per salesperson.
- Transportation—fleet-car operating costs by region.
- Sales Support Activities—share of sales incentive dollar spent for merchandise and travel, and information on incentive travel costs. Audiovisual equipment purchase and rental costs.

Don't let this special advertising opportunity pass you by. Ads for the **1987 Survey of Selling Costs** (published Feb. 16) close Jan. 26, 1987.

■ For more information, please call: 212-984-2254.

	S&MM ESTIMATES 1985									
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						%
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	Hslds. Cov. Total Area
TEXAS										
ABILENE (Taylor) . . . **Over 50%:** Taylor; **20 - 49%:** Callahan, Coleman, Eastland, Fisher, Haskell, Jones, Kent, Knox, Mitchell, Nolan, Shackelford, Stephens, Stonewall.	247.6	91.2	2,443,109	1,669,004	341,422	168,871	61,186	392,565	59,258	49.4
AMARILLO (Potter) . . . **Over 50%:** Armstrong, Oldham, Potter, Randall; **20 - 49%:** Briscoe, Carson, Collingsworth, Dallam, Deaf Smith, Donley, Gray, Hall, Hansford, Hartley, Hemphill, Hutchinson, Lipscomb, Moore, Ochiltree, Roberts, Sherman, Swisher, Wheeler.	378.9	140.3	4,217,806	2,307,329	526,345	223,415	104,821	542,169	52,802	48.6
AUSTIN (Travis) . . . **Over 50%:** Travis; **20 - 49%:** Bastrop, Burnet, Caldwell, Hays, Lee, Llano, Williamson.	798.9	301.8	9,750,154	4,963,935	1,008,700	543,777	282,138	1,038,065	97,235	51.2
BEAUMONT-PORT ARTHUR (Jefferson) . . . **20 - 49%:** Hardin, Jasper, Jefferson, Orange, Sabine, Tyler.	461.2	165.1	5,228,471	2,664,232	577,376	329,256	114,891	561,491	80,917	38.4
BROWNSVILLE-HARLINGEN (Cameron) . . . **20 - 49%:** Cameron, Willacy.	261.0	73.9	1,778,325	1,392,813	344,333	172,318	78,699	238,089	29,373	27.9
BRYAN-COLLEGE STATION (Brazos) . . . **Over 50%:** Brazos; **20 - 49%:** Burleson, Robertson.	143.3	51.9	1,531,835	882,110	205,738	126,939	28,310	157,351	14,163	45.9
CORPUS CHRISTI (Nueces) . . . **Over 50%:** Nueces; **20 - 49%:** Aransas, Duval, Jim Wells, Kleberg, Refugio, San Patricio.	477.8	156.3	4,643,945	2,835,160	705,038	274,292	138,739	574,758	52,758	50.3
DALLAS (Dallas) . . . **Over 50%:** Dallas; **20 - 49%:** Collin, Denton, Ellis, Kaufman, Rockwall.	2,296.0	858.1	31,808,658	16,361,030	3,100,008	1,879,702	857,953	3,621,969	400,276	57.7
EL PASO (El Paso) . . . **20 - 49%:** Culberson, El Paso, Hudspeth.	551.6	164.0	4,598,510	2,514,002	505,264	385,485	138,250	461,762	52,101	47.2
FORT WORTH-ARLINGTON (Tarrant) . . . **Over 50%:** Tarrant; **20 - 49%:** Hood, Johnson, Palo Pinto, Parker, Wise.	1,260.4	463.4	16,089,542	8,141,380	1,730,429	997,630	347,187	1,830,344	186,114	51.3
GALVESTON-TEXAS CITY (Galveston) . . . **20 - 49%:** Galveston.	218.1	78.8	2,679,724	1,301,020	346,218	120,540	37,242	259,223	36,387	35.9

ONE MAJOR MARKET.



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There may be three large metropolitan dailies in Fort Worth/Dallas.
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The Fort Worth Star-Telegram.

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Dallas Morning News	6%
Dallas Times Herald	3%

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SIMMONS-SCARBOROUGH 1985 STUDY OF SAN ANTONIO MSA SHOWS

THE LIGHT LEADS IN

- TOTAL ADULT READERSHIP
- ADULT MEN READERSHIP
- ADULT WOMEN READERSHIP
- AGES 25-40 READERSHIP

San Antonio's Newspaper Leader Both Daily and Sunday is the

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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1985									% Hslds Cov. Total Area
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
TEXAS (cont.)										
HOUSTON (Harris) . . . **Over 50%:** Harris; **20 - 49%:** Austin, Brazoria, Colorado, Fort Bend, Galveston, Grimes, Liberty, Madison, Matagorda, Montgomery, Trinity, Walker, Waller, Washington, Wharton.	3,877.8	1,397.5	50,492,854	25,156,057	5,425,560	2,845,415	1,249,383	5,354,643	717,651	49.5
KILLEEN-TEMPLE (Bell) . . . **20 - 49%:** Bell, Milam.	194.8	67.4	1,856,246	1,023,581	216,041	161,292	46,669	227,328	21,958	35.3
LONGVIEW-MARSHALL (Gregg) . . . **Over 50%:** Gregg; **20 - 49%:** Morris, Upshur.	163.2	59.3	1,773,571	1,156,443	257,129	152,181	44,361	284,539	30,682	45.8
LUBBOCK (Lubbock) . . . **Over 50%:** Lubbock; **20 - 49%:** Bailey, Borden, Cochran, Cottle, Crosby, Dawson, Dickens, Floyd, Gaines, Garza, Hale, Hockley, Lamb, Lynn, Motley, Terry, Yoakum.	413.1	142.9	3,869,806	2,231,287	480,988	245,572	114,299	582,399	49,039	46.2
MCALLEN-EDINBURG-MISSION (Hidalgo) . . . **20 - 49%:** Hidalgo.	345.9	94.2	2,156,484	1,612,814	345,563	233,483	96,317	265,583	36,668	26.7
ODESSA (Ector) . . . **20 - 49%:** Andrews, Crane, Ector, Upton, Ward, Winkler.	191.2	67.8	2,271,673	1,642,030	333,760	208,060	93,850	385,605	30,170	41.9
SAN ANGELO (Tom Green) . . . **Over 50%:** Coke, Schleicher, Sterling, Tom Green; **20 - 49%:** Concho, Crockett, Glasscock, Irion, Kimble, McCulloch, Mason, Menard, Reagan, Runnels, Sutton, Terrell, Upton.	164.2	59.2	1,705,817	1,041,974	237,688	113,854	44,956	238,412	20,301	51.3
SAN ANTONIO (Bexar) . . . **Over 50%:** Bexar; **20 - 49%:** Atascosa, Bandera, Comal, Frio, Guadalupe, Karnes, Kendall, Kerr, Kinney, Medina, Uvalde, Wilson.	1,399.3	471.3	14,269,065	7,510,006	1,734,887	872,011	382,094	1,462,146	137,932	60.5

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168,098
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Calculations by Express-News.

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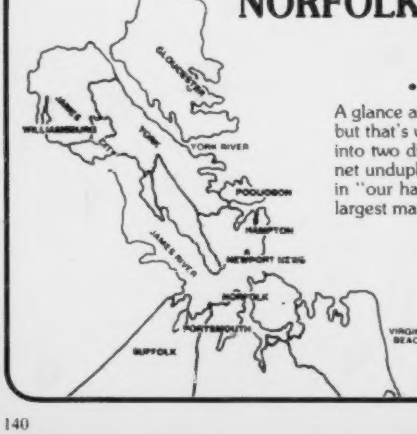
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1985 POPULATION 12/31/85 Total Pop. (Thous.)	Total House-holds (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
TEXAS (cont.)										
TEXARKANA (Bowie; ARK.: Miller) . . . **Over 50%:** ARK.: Miller; TEX.: Bowie; **20 - 49%:** ARK.: Little River.	135.5	49.2	1,252,007	762.359	164,775	105,642	32,599	146,008	23,697	54.0
TYLER (Smith) . . . **Over 50%:** Smith; **20 - 49%:** Van Zandt, Wood.	220.8	81.2	2,512,625	1,160,616	230,028	159,812	47,202	261,785	41,187	47.7
VICTORIA (Victoria) . . . **Over 50%:** Victoria; **20 - 49%:** Calhoun, De Witt, Goliad, Jackson, Lavaca, Refugio.	167.5	58.6	1,737,333	1,021,240	248,444	101,927	36,720	214,592	25,512	54.5
WACO (McLennan) . . . **Over 50%:** McLennan; **20 - 49%:** Bosque, Hill, Limestone.	253.6	94.1	2,527,356	1,380,853	314,698	181,232	53,897	276,709	31,344	53.2
WICHITA FALLS (Wichita) . . . **Over 50%:** Baylor, Wichita; **20 - 49%:** Archer, Clay, Foard, Hardeman, Jack, Knox, Montague, Throckmorton, Young.	212.0	79.0	2,239,063	1,284,983	252,522	184,645	62,755	287,420	34,083	58.2
UTAH										
PROVO-OREM (Utah) . . . **20 - 49%:** Juab, Utah.	262.1	70.5	1,743,556	881,603	204,814	118,921	49,601	170,429	29,382	43.3
SALT LAKE CITY-OGDEN (Salt Lake, Weber) . . . **Over 50%:** Box Elder, Davis, Morgan, Salt Lake, Weber; **20 - 49%:** Beaver, Carbon, Juab, Millard, Sevier, Summit, Tooele, Wasatch.	1,208.7	386.9	11,485,564	5,846,509	1,338,857	738,115	365,724	1,168,411	154,625	53.5
VERMONT										
BURLINGTON (Chittenden) . . . **Over 50%:** Chittenden, Grand Isle; **20 - 49%:** Addison, Franklin, Lamoille.	213.2	75.5	2,264,068	1,476,892	326,895	131,143	54,435	335,764	39,014	56.4
VIRGINIA										
CHARLOTTESVILLE (Albemarle) . . . **Over 50%:** Albemarle; **20 - 49%:** Fluvanna, Greene, Madison, Orange.	152.9	56.3	1,743,382	954,862	207,762	120,561	50,628	177,895	31,911	51.0
DANVILLE (Pittsylvania) . . . **Over 50%:** Pittsylvania.	112.8	40.3	1,092,524	474,815	117,755	40,867	18,774	116,435	22,350	58.5
FREDERICKSBURG (Spotsylvania) . . . **Over 50%:** King George, Spotsylvania, Stafford; **20 - 49%:** Caroline.	140.8	44.9	1,493,176	775,732	167,057	108,231	29,806	162,973	21,680	66.5
HARRISONBURG (Rockingham) . . . **Over 50%:** Rockingham; **20 - 49%:** Page; W.VA.: Pendleton.	109.7	37.4	958,600	550,562	129,273	83,423	29,841	102,616	19,830	66.3
JOHNSON CITY-KINGSPORT-BRISTOL (TENN.: Washington, Sullivan; VA.: Washington) . . . **Over 50%:** TENN.: Sullivan, Washington; VA.: Scott, Washington, Wise; **20 - 49%:** TENN.: Carter, Hawkins, Johnson, Unicoi; VA.: Dickenson, Lee, Russell, Smyth.	631.8	228.2	5,776,709	3,013,415	711,718	389,154	119,979	777,861	110,202	50.1
LYNCHBURG (Campbell) . . . **Over 50%:** Amherst, Campbell; **20 - 49%:** Appomattox, Bedford.	203.8	68.6	2,054,583	1,002,789	229,581	155,732	41,296	203,056	36,674	56.6
NORFOLK-VIRGINIA BEACH-NEWPORT NEWS (Norfolk, Newport News) . . . **Over 50%:** Isle of Wight, James City, Newport News, Norfolk, Suffolk, Virginia Beach, York; **20 - 49%:** N.C.: Currituck, Dare, Gates; VA.: Gloucester, Mathews, Middlesex, Northampton, Southampton, Surry.	1,417.0	477.3	15,321,967	7,837,198	1,507,352	903,127	477,219	1,830,259	210,558	66.6



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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1985 POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds Cov. Total Area
	Total Pop (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
VIRGINIA (cont.)										
RICHMOND-PETERSBURG (Henrico) . . . **Over 50%:** Chesterfield, Hanover, Henrico; **20 - 49%:** Amelia, Brunswick, Charles City, Cumberland, Dinwiddie, Essex, Goochland, Greensville, King and Queen, King William, Lancaster, Louisa, Lunenburg, Mecklenburg, Middlesex, New Kent, Northumberland, Nottoway, Powhatan, Prince Edward, Prince George, Richmond, Sussex.	1,026.9	362.4	11,564,749	6,016,154	1,324,942	736,570	268,358	1,357,905	236,629	63.8
ROANOKE (Roanoke) . . . **Over 50%:** Botetourt, Montgomery, Roanoke; **20 - 49%:** Alleghany, Bath, Bedford, Craig, Floyd, Franklin, Giles, Pulaski, Rockbridge, Wythe.	552.4	193.9	5,549,572	2,735,229	640,680	320,286	130,014	566,402	105,039	57.7
WASHINGTON (D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Fairfax) . . . **Over 50%:** D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Arlington, Fairfax; **20 - 49%:** MD.: Calvert, Charles, Howard, St. Mary's; VA.: Fauquier, Loudoun, Prince William.	3,696.0	1,363.9	59,603,353	26,141,801	4,916,796	3,163,242	1,617,031	6,195,787	929,438	68.1
WASHINGTON										
BREMERTON (Kitsap) . . . **Over 50%:** Kitsap.	170.4	62.2	1,907,965	697,524	162,598	64,170	34,600	142,822	40,522	57.1
LONGVIEW (Cowlitz) . . . **Over 50%:** Cowlitz; **20 - 49%:** Wahkiakum.	83.2	31.8	922,697	448,787	120,378	63,886	12,538	100,354	13,925	65.5
OLYMPIA (Thurston) . . . **20 - 49%:** Thurston.	143.1	55.5	1,640,675	765,655	186,362	114,638	35,630	137,920	24,757	43.2
RICHLAND-KENNEWICK-PASCO (Benton, Franklin) . . . **Over 50%:** Benton; **20 - 49%:** Franklin.	143.9	51.3	1,827,169	792,496	186,346	108,060	27,937	150,922	38,974	58.6
SEATTLE (King, Snohomish) . . . **Over 50%:** King, Snohomish; **20 - 49%:** Island, Jefferson, San Juan.	1,796.3	716.0	25,370,732	11,663,931	2,360,957	1,265,817	580,023	2,361,197	399,268	61.8
SPOKANE (Spokane) . . . **Over 50%:** Lincoln, Spokane; **20 - 49%:** IDA.: Benewah, Bonner, Boundary, Kootenai, Shoshone; WASH.: Adams, Ferry, Pend Oreille, Stevens, Whitman.	606.3	227.0	5,877,692	2,961,768	734,005	287,129	123,130	666,045	103,624	51.2
TACOMA (Pierce) . . . **Over 50%:** Pierce.	521.9	197.1	5,205,197	2,723,017	545,197	330,291	115,601	632,813	81,024	50.5
VANCOUVER (Clark) . . . **Over 50%:** Clark.	211.7	78.7	2,340,583	828,976	199,029	154,705	30,664	149,317	29,873	56.8
WENATCHEE (Chelan) . . . **Over 50%:** Chelan, Douglas; **20 - 49%:** Grant, Okanogan.	157.8	61.4	1,508,548	813,702	213,486	67,821	27,415	153,299	37,379	43.8
YAKIMA (Yakima) . . . **Over 50%:** Yakima.	181.7	67.0	1,654,879	888,781	213,595	105,245	28,111	201,267	27,833	54.4
WEST VIRGINIA										
BECKLEY (Raleigh) . . . **Over 50%:** Raleigh; **20 - 49%:** Fayette, Summers, Wyoming.	198.7	71.4	1,662,313	885,129	197,399	143,588	40,454	231,565	33,511	38.5
BLUEFIELD (Mercer) . . . **Over 50%:** Mercer; **20 - 49%:** VA.: Bland, Tazewell.	132.4	47.6	1,065,162	771,023	173,162	128,901	35,374	210,516	29,090	45.7
CHARLESTON (Kanawha) . . . **Over 50%:** Kanawha; **20 - 49%:** Boone, Braxton, Clay, Fayette, Jackson, Nicholas, Pocahontas, Putnam, Roane.	467.7	176.2	4,529,928	2,404,362	551,962	291,633	82,021	656,661	90,163	53.7

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S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1985									
	POPULATION 12/31/85		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
WEST VIRGINIA (cont.)										
CLARKSBURG (Harrison) . . . **Over 50%:** Harrison; **20 - 49%:** Doddridge.	85.7	32.4	725,808	391,309	93,036	61,884	11,395	93,401	16,854	63.2
HUNTINGTON-ASHLAND (Cabell) . . . **Over 50%:** Cabell; **20 - 49%:** OHIO: Lawrence; W.VA.: Wayne.	217.9	82.2	1,988,368	1,195,329	226,570	251,507	49,734	234,913	37,601	41.6
PARKERSBURG-MARIETTA (Wood) . . . **Over 50%:** Wirt, Wood; **20 - 49%:** OHIO: Washington; W.VA.: Pleasants, Ritchie.	184.6	68.5	1,761,790	965,575	194,809	142,833	38,212	233,432	42,072	49.1
WHEELING (Ohio) . . . **Over 50%:** Marshall, Ohio; **20 - 49%:** OHIO: Belmont; W.VA.: Brooke, Wetzel.	233.6	88.5	2,252,609	1,222,422	283,642	206,853	57,236	229,424	44,268	45.9
WISCONSIN										
APPLETON-OSHKOSH-NEENAH (Outagamie, Winnebago) . . . **Over 50%:** Outagamie, Winnebago; **20 - 49%:** Calumet, Green Lake, Waupaca, Waushara.	384.7	140.7	4,230,335	1,912,929	352,849	287,718	89,017	403,293	40,206	53.9
EAU CLAIRE (Eau Claire) . . . **Over 50%:** Eau Claire; **20 - 49%:** Buffalo, Chippewa, Dunn, Pepin, Trempealeau.	221.6	79.0	2,089,193	1,116,490	191,880	126,371	43,466	289,031	25,859	39.9
GREEN BAY (Brown) . . . **Over 50%:** Brown; **20 - 49%:** Kewaunee, Oconto.	233.9	85.4	2,545,284	1,195,608	180,918	234,522	62,550	253,891	20,350	57.6
JANESVILLE-BELOIT (Rock) . . . **20 - 49%:** Rock, Walworth.	212.6	78.5	2,313,917	1,147,115	234,578	153,022	33,794	219,247	35,495	37.0
KENOSHA (Kenosha) . . . **Over 50%:** Kenosha.	122.5	44.1	1,599,091	600,098	154,950	75,165	22,846	89,114	20,202	66.6
LA CROSSE (La Crosse) . . . **Over 50%:** La Crosse; **20 - 49%:** MINN.: Houston; WIS.: Monroe, Vernon.	175.5	63.6	1,835,110	886,920	184,804	117,039	44,950	171,634	26,101	48.5
MADISON (Dane) . . . **Over 50%:** Dane; **20 - 49%:** Columbia, Grant, Green, Iowa, Lafayette, Richland, Sauk.	567.3	217.1	6.485,303	3,612,272	618,649	330,475	282,618	749,566	92,912	43.3
MILWAUKEE (Milwaukee) . . . **Over 50%:** Milwaukee, Ozaukee, Washington, Waukesha; **20 - 49%:** Price.	1,417.6	534.0	17,781,114	7,893,561	1,570,299	1,068,540	371,617	1,660.534	267,181	73.4
RACINE (Racine) . . . **Over 50%:** Racine.	174.2	62.9	2,046,957	828,547	184,331	117,081	37,286	161,564	27,820	56.3
SHEBOYGAN (Sheboygan) . . . **Over 50%:** Sheboygan.	101.6	37.1	1,182,123	443,828	95,105	74,819	15,353	91,262	14,942	68.1
WAUSAU (Marathon) . . . **Over 50%:** Marathon; **20 - 49%:** Lincoln.	144.0	51.9	1,455,821	636,765	136,770	95,681	26,016	125,128	11,953	47.4
WYOMING										
CASPER (Natrona) . . . **Over 50%:** Natrona; **20 - 49%:** Converse, Hot Springs, Johnson, Niobrara, Sublette.	112.5	41.6	1,357,309	796,928	183,262	60,973	37,364	176,401	29.462	52.7

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Sales and Marketing MANAGEMENT

24th Annual Survey Of TV Markets

Data in this Survey of Buying Power—Part II have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

ABILENE-SWEETWATER, TEX.— Brown 12.2, Callahan 4.2, Coke 1.1, Coleman 3.7, Eastland 7.0, Fisher 1.8, Haskell 2.5, Jones 5.9, Mitchell 2.8, Nolan 5.6, Runnels 4.0, Scurry 6.1, Shackelford 1.4, Stephens 3.7, Stonewall 0.9, Taylor 37.1. Tot. Hslds.: 116,200.

ALBANY, GA.— Atkinson 1.5, Baker 0.9, Ben Hill 4.6, Berrien 3.8, Calhoun 1.1, Coffee 7.3, Colquitt 9.7, Cook 3.6, Crisp 5.3, Dougherty 26.0, Irwin 2.5, Lanier 1.5, Lee 3.5, Miller 1.9, Mitchell 5.1, Telfair 3.0, Terrell 3.0, Tift 8.7, Turner 2.4, Worth 4.7. Tot. Hslds.: 134,100.

ALBANY-SCHENECTADY-TROY, N.Y.— MASS.: Berkshire 11.2, N.Y.: Albany 22.9, Columbia 4.9, Fulton 4.5, Greene 3.3, Hamilton 0.4, Montgomery 4.2, Rensselaer 11.4, Saratoga 12.1, Schenectady 11.8, Schoharie 2.2, Warren 4.2, Washington 4.0, VT.: Bennington 2.7. Tot. Hslds.: 487,100.

ALBUQUERQUE, N.M.— ARIZ.: Apache (northern portion) 3.0; COLO.: Alamosa 1.1, Archuleta 0.5, Conejos 0.7, Costilla 0.3, Mineral 0.1, Montezuma 1.7, Rio Grande 0.9; N.M.: Bernalillo 45.2, Cibola 2.4, Colfax 1.3, De Baca 0.3, Grant 2.3, Guadalupe 0.4, Harding 0.1, Lincoln 1.5, Los Alamos 1.8, McKinley 4.6, Mora 0.4, Otero 4.2, Quay 1.0, Rio Arriba 2.8, Roosevelt 1.5, Sandoval 3.4, San Miguel 2.1, Santa Fe 8.1, Sierra 1.0, Socorro 1.1, Taos 1.9, Torrance 0.8, Valencia 3.5. Tot. Hslds.: 394,100.

ALEXANDRIA, LA.— Avoyelles 16.7, Grant 7.3, Rapides 55.7, Vernon 20.3. Tot. Hslds.: 88,600.

ALEXANDRIA, MINN.— Beltrami 18.9, Cass 13.9, Douglas 18.7, Grant 4.5, Hubbard 9.4, Pope 7.7, Todd 15.6, Traverse 3.0, Wadena 8.4. Tot. Hslds.: 88,600.

ALPENA, MICH.— Alpena 100.0. Tot. Hslds.: 11,400.

AMARILLO, TEX.— N.M.: Curry 9.0, Union 1.0; OKLA.: Cimarron 0.8, Texas 3.7; TEX.: Armstrong 0.5, Briscoe 0.6, Carson 1.4, Castro 1.9, Childress 1.5, Collingsworth 1.0, Cottle 0.6, Dallam 1.5, Deaf Smith 3.9, Donley 0.9, Gray 5.9, Hall 1.2, Hansford 1.4, Hartley 0.8, Hemphill 1.2, Hutchinson 5.9, Lipscomb 0.8, Moore 3.4, Ochiltree 2.1, Oldham 0.4, Parmer 1.9, Potter 23.4, Randall 18.9, Roberts 0.2, Sherman 0.6, Swisher 1.9, Wheeler 1.8. Tot. Hslds.: 176,500.

ARDMORE-ADA, OKLA.— Atoka 6.7, Bryan 17.8, Carter 25.1, Choctaw 8.7, Coal 3.1, Johnston 5.6, Marshall 7.0, Pontotoc 18.7, Pushmataha 7.2. Tot. Hslds.: 71,200.

ATLANTA, GA.— ALA.: Cherokee 0.6, Randolph 0.6; GA.: Banks 0.3, Barrow 0.7, Bartow 1.3, Butts 0.4, Carroll 1.8, Cherokee 1.2, Clarke 2.4, Clayton 4.9, Cobb 11.7, Coweta 1.3, Dawson 0.2, De Kalb 16.0, Douglas 1.6, Fayette 1.2, Floyd 2.5, Forsyth 1.0, Fulton 20.1, Gilmer 0.4, Gordon 1.0, Greene 0.3, Gwinnett 7.0, Habersham 0.8, Hall 2.5, Haralson 0.6, Heard 0.2, Henry 1.3, Jackson 0.8, Jasper 0.2, Lamar 0.4, Lumpkin 0.3, Madison 0.6, Meriwether 0.6, Morgan 0.3, Newton 1.1, Oconee 0.4, Oglethorpe 0.3, Paulding 0.9, Pickens 0.4, Pike 0.3, Polk 1.0, Putnam 0.3, Rabun 0.3, Rockdale 1.3, Spalding 1.5, Towns 0.2, Troup 1.6, Union 0.3, Upson 0.8, Walton 1.0, White 0.3; N.C.: Clay 0.2. Tot. Hslds.: 1,205,600.

AUGUSTA, GA.— Burke 3.0, Columbia 6.4, Emanuel 3.4, Glascock 0.4, Hancock 1.3, Jefferson 3.0, Jenkins 1.3, Johnson 1.4, Lincoln 1.0, McDuffie 3.2, Richmond 30.2, Screven 2.5, Taliaferro 0.4, Warren 0.9, Washington 3.0, Wilkes 1.9; S.C.: Aiken 20.0, Allendale 1.8, Bamberg 2.8, Barnwell 3.4, Edgefield 2.8, McCormick 1.2, Saluda 2.8. Tot. Hslds.: 215,800.

AUSTIN, TEX.— Bastrop 3.7, Blanco 0.7, Burnet 3.0, Caldwell 2.7, Fayette 2.5, Gillespie 2.0, Hays 5.1, Lee 1.5, Llano 1.7, Mason 0.5, Travis 65.6, Williamson 11.3. Tot. Hslds.: 320,000.

BAKERSFIELD, CALIF.— Kern (western portion) 100.0. Tot. Hslds.: 144,100.

BALTIMORE, MD.— Anne Arundel 15.6, Baltimore 28.8, Baltimore city 31.7, Caroline 1.0, Carroll 4.2, Cecil 2.5, Dorchester 1.3, Harford 6.0, Howard 5.8, Kent 0.7, Queen Anne's 1.2, Talbot 1.2. Tot. Hslds.: 886,000.

BANGOR, MAINE— Hancock 13.7, Knox 10.6, Penobscot 38.3, Piscataquis 5.2, Somerset 13.0, Waldo 8.7, Washington 10.4. Tot. Hslds.: 126,100.

BATON ROUGE, LA.— Ascension 7.5, Assumption 2.6, East Baton Rouge 55.2, East Feliciana 2.2, Iberville 4.0, Livingston 9.1, Pointe Coupee 3.3, St. Helena 1.2, St. Mary 8.1, West Baton Rouge 2.6, West Feliciana 1.0; MISS.: Amite 1.8, Wilkinson 1.3. Tot. Hslds.: 257,200.

BEAUMONT-PORT ARTHUR, TEX.— Hardin 9.2, Jasper 7.2, Jefferson 55.3, Newton 3.0, Orange 18.1, Sabine 2.4, Tyler 4.7. Tot. Hslds.: 170,200.

BEND, ORE.— Deschutes 100.0. Tot. Hslds.: 25,800.

BILLINGS-HARDIN, MONT.— Big Horn 3.9, Carbon 4.3, Custer 6.2, Garfield 0.7, Golden Valley 0.4, Musselshell 2.1, Park 6.4, Petroleum 0.2, Powder River 1.0, Rosebud 4.8, Stillwater 2.7, Sweet Grass 1.5, Treasure 0.4, Wheatland 1.0, Yellowstone 54.3, WYO.: Park 10.1. Tot. Hslds.: 99,300.

BILOXI-GULFPORT-PASCAGOULA, MISS.— Harrison 94.8, Stone 5.2. Tot. Hslds.: 63,400.

BINGHAMTON, N.Y.— Broome 50.8, Chenango 11.6, Delaware 10.9, Tioga 11.8, PA.: Bradford 14.9. Tot. Hslds.: 157,800.

BIRMINGHAM, ALA.— Bibb 1.1, Blount 2.6, Calhoun 8.0, Chilton 2.2, Clay 0.9, Cleburne 0.9, Coosa 0.8, Cullman 4.5, Etowah 7.2, Fayette 1.3, Greene 0.7, Hale 0.9, Jefferson 47.7, Marion 2.2, St. Clair 2.9, Shelby 5.0, Talladega 4.8, Walker 4.8, Winston 1.6. Tot. Hslds.: 549,600.

BLUEFIELD-BECKLEY-OAK HILL, W.VA.— VA.: Tazewell 11.9, W.VA.: Fayette 14.3, Greenbrier 9.7, McDowell 11.1, Mercer 18.9, Raleigh 22.2, Summers 3.7, Wyoming 8.2. Tot. Hslds.: 147,400.

BOISE, IDA.— Ada 47.0, Adams 0.8, Blaine 3.3, Boise 0.9, Camas 0.2, Canyon 19.2, Elmore 4.5, Gem 2.8, Owyhee 1.8, Payette 3.8, Valley 1.4, Washington 2.0; ORE.: Baker 4.0, Grant 2.1, Malheur 6.3. Tot. Hslds.: 166,000.

BOSTON, MASS.— Barnstable 3.5, Essex 12.0, Franklin 1.3, Middlesex 24.3, Nantucket 0.1, Norfolk 10.8, Plymouth 7.3, Suffolk 12.7, Worcester 11.8, N.H.: Belknap 0.9, Cheshire 1.1, Hillsborough 5.4, Merrimack 1.9, Rockingham 3.9, Strafford 1.6, Sullivan 0.7; VT.: Windham 0.8. Tot. Hslds.: 2,047,800.

BOWLING GREEN, KY.— Adair 15.3, Metcalfe 10.0, Warren 74.7. Tot. Hslds.: 37,900.

BRISTOL-KINGSPORT-JOHNSON CITY, TENN.— KY.: Letcher 3.8, N.C.: Ashe 3.1, Avery 1.8, TENN.: Carter 6.8, Greene 7.2, Hancock 0.8, Hawkins 5.9, Johnson 1.8, Sullivan 19.7, Unicoi 2.2, Washington 11.8; VA.: Bristol city 2.5, Buchanan 4.2, Dickenson 2.4, Lee 3.3, Norton city 0.8, Russell 4.1, Scott 3.0, Smyth 4.1, Washington 5.7, Wise 5.3. Tot. Hslds.: 288,700.

BUFFALO, N.Y.— Allegany 2.9, Cattaraugus 5.0, Chautauqua 8.9, Erie 58.3, Genesee 3.4, Niagara 12.9, Orleans 2.3, Wyoming 2.2; PA.: McKean 3.0, Potter 1.1. Tot. Hslds.: 619,500.

BURLINGTON-PLATTSBURGH, VT.— N.H.: Grafton 10.2; N.Y.: Clinton 10.6, Essex 5.6, Franklin 6.4; VT.: Addison 4.3, Caledonia 4.1, Chittenden 17.6, Franklin 5.1, Grand Isle 0.7, Lamoille 2.7, Orange 3.6, Orleans 3.5, Rutland 9.1, Washington 8.1, Windsor 8.4. Tot. Hslds.: 248,700.

BUTTE, MONT.— Beaverhead 6.5, Broadwater 3.0, Deer Lodge 8.5, Gallatin 37.0, Jefferson 6.1, Madison 4.5, Powell 4.9, Silver Bow 29.5. Tot. Hslds.: 49,200.

CASPER-RIVERTON, WYO.— Converse 9.4, Fremont 23.1, Hot Springs 3.7, Johnson 4.6, Natrona 50.9, Niobrara 2.1, Washakie 6.2. Tot. Hslds.: 56,600.

CEDAR RAPIDS-WATERLOO-DUBUQUE, IOWA— ILL.: Jo Daviess 2.7, IOWA: Allamakee 1.7, Benton 2.8, Black Hawk 14.9, Bremer 2.8, Buchanan 2.5, Butler 2.0, Chickasaw 1.7, Clayton 2.5, Delaware 2.1, Dubuque 9.5, Fayette 2.9, Grundy 1.7, Iowa 1.8, Johnson 10.2, Jones 2.3, Keokuk 1.5, Linn 20.3, Tama 2.2, Washington 2.4, Winneshiek 2.3; WISC.: Crawford 1.8, Grant 5.4. Tot. Hslds.: 328,100.

CHARLESTON, S.C.— Berkeley 19.5, Charleston 48.1, Colleton 5.8, Dorchester 12.5, Georgetown 7.9, Williamsburg 6.2. Tot. Hslds.: 206,700.

CHARLESTON-HUNTINGTON, W.VA.— KY.: Boyd 3.9, Carter 1.7, Elliott 0.5, Floyd 3.4, Greenup 2.6, Johnson 1.7, Lawrence 1.0, Magoffin 0.9, Martin 0.9, Morgan 0.8, Pike 5.7; OHIO: Athens 3.7, Gallia 2.1, Jackson 2.1, Lawrence 4.5, Meigs 1.7, Scioto 5.9, Vinton 0.8, Washington 4.5, W.VA.: Boone 2.1, Braxton 1.1, Cabell 8.0, Calhoun 0.7, Clay 0.8, Jackson 1.8, Kanawha 17.2, Lincoln 1.5, Logan 3.4, Mason 1.9, Mingo 2.5, Nicholas 2.0, Putnam 3.0, Roane 1.1, Wayne 3.2, Webster 0.9, Wirt 0.4. Tot. Hslds.: 520,800.

CHARLOTTE, N.C.— Alexander 1.5, Anson 1.3, Burke 4.2, Cabarrus 5.2, Caldwell 3.9, Catawba 6.4, Cleveland 4.7, Gaston 9.2, Iredell 4.9, Lincoln 2.6, Mecklenburg 25.6, Richmond 2.6, Rowan 5.9, Stanly 2.9, Union 4.0, Watauga 1.9; S.C.: Chester 1.6, Chesterfield 2.2, Lancaster 3.0, York 6.3. Tot. Hslds.: 659,300.

CHARLOTTESVILLE, VA.— Albemarle 58.4, Charlottesville city 41.6. Tot. Hslds.: 38,700.

CHATTANOOGA, TENN.— ALA.: Jackson 6.6, GA.: Catoosa 4.6, Chattooga 2.6, Dade 1.4, Fannin 2.0, Murray 2.6, Walker 6.7, Whitfield 8.2, N.C.: Cherokee 2.6, TENN.: Bledsoe 1.1, Bradley 8.6, Grundy 1.6, Hamilton 36.5, McMinn 5.2, Marion 3.1, Meigs 0.9, Polk 1.6, Rhea 3.1, Sequatchie 1.1. Tot. Hslds.: 301,600.

CHEYENNE-SCOTTSBLUFF, WYO.— NEB.: Banner 0.6, Morrill 4.8, Scotts Bluff 28.8, WYO.: Goshen 9.3, Laramie 56.5. Tot. Hslds.: 60,300.

CHICAGO, ILL.— Cook 62.0, De Kalb 0.8, Du Page 8.5, Grundy 0.4, Iroquois 0.4, Kane 3.5, Kankakee 1.2, Kendall 0.5, Lake 5.1, La Salle 1.4, Livingston 0.5, McHenry 1.9, Will 3.7, IND.: Jasper 0.3, Lake 5.7, La Porte 1.2, Newton 0.2, Porter 1.4, WISC.: Kenosha 1.4. Tot. Hslds.: 3,090,100.

CHICO-REDDING, CALIF.— Butte 44.4, Glenn 5.6, Modoc 2.4, Shasta 32.6, Tehama 11.4, Trinity 3.6. Tot. Hslds.: 151,700.

CINCINNATI, OHIO— IND.: Dearborn 1.8, Fayette 1.4, Franklin 0.9, Ohio 0.3, Ripley 1.2, Switzerland 0.4, Union 0.3, KY.: Boone 2.4, Bracken 0.4, Campbell 4.0, Carroll 0.5, Gallatin 0.3, Grant 0.7, Kenton 7.0, Lewis 0.7, Mason 0.9, Owen 0.5, Pendleton 0.5, Robertson 0.1, OHIO: Adams 1.3, Brown 1.7, Butler 13.5, Clermont 6.7, Hamilton 45.9, Highland 1.9, Warren 4.9. Tot. Hslds.: 717,400.

CLARKSBURG-WESTON, W.VA.— Barbour 7.3, Doddridge 3.2, Gilmer 3.5, Harrison 34.8, Lewis 8.3, Pleasants 3.4, Randolph 12.4, Ritchie 5.3, Taylor 7.4, Tucker 4.0, Upshur 10.4. Tot. Hslds.: 86,300.

CLEVELAND, OHIO— Ashland 1.2, Ashtabula 2.8, Carroll 0.7, Cuyahoga 40.0, Erie 2.0, Geauga 1.8, Holmes 0.6, Huron 1.4, Lake 5.5, Lorain 6.7, Medina 2.8, Portage 3.4, Richland 3.4, Stark 9.7, Summit 13.5, Tuscarawas 2.3, Wayne 2.5. Tot. Hslds.: 1,428,100.

COLORADO SPRINGS-PUEBLO, COLO.— Baca 0.9, Bent 0.8, Cheyenne 0.5, Crowley 0.6, Custer 0.3, El Paso 60.6, Fremont 5.6, Huerfano 1.2, Kiowa 0.3, Las Animas 2.6, Otero 3.7, Pueblo 22.2, Saguache 0.6. Tot. Hslds.: 218,100.

COLUMBIA, S.C.— Calhoun 1.6, Clarendon 3.5, Fairfield 2.5, Kershaw 5.7, Lee 2.2, Lexington 21.6, Newberry 4.5, Orangeburg 10.8, Richland 36.1, Sumter 11.5. Tot. Hslds.: 273,200.

COLUMBIA-JEFFERSON CITY, MO.— Audrain 6.4, Boone 25.9, Callaway 7.6, Cole 14.2, Cooper 3.7, Howard 2.4, Maries 1.9, Miller 5.0, Moniteau 2.9, Morgan 3.8, Osage 2.7, Pettis 9.2, Phelps 7.9, Randolph 6.4. Tot. Hslds.: 150,800.

COLUMBUS, GA.— ALA.: Barbour 5.2, Chambers 8.3, Lee 17.9, Russell 10.1, GA.: Chattahoochee 1.7, Clay 0.7, Harris 3.6, Macon 2.8, Marion 1.0, Muscogee 35.6, Quitman 0.5, Randolph 1.9, Schley 0.6, Stewart 1.1, Sumter 5.8, Talbot 1.2, Taylor 1.5, Webster 0.5. Tot. Hslds.: 173,400.

COLUMBUS-TUPELO, MISS.— ALA.: Lamar 3.9, Pickens 4.7, MISS.: Calhoun 3.6, Chickasaw 4.0, Choctaw 2.0, Clay 4.7, Itawamba 5.0, Lee 14.8, Lowndes 13.4, Monroe 8.2, Montgomery 2.9, Noxubee 2.6, Oktibbeha 7.8, Pontotoc 5.2, Prentiss 5.8, Tishomingo 4.6, Webster 2.3, Winston 4.4. Tot. Hslds.: 156,700.

COLUMBUS, OHIO— Coshocton 2.1, Crawford 2.8, Delaware 3.1, Fairfield 5.4, Fayette 1.5, Franklin 53.8, Hardin 1.8, Hocking 1.5, Knox 2.6, Licking 7.0, Madison 1.7, Marion 3.6, Morgan 0.8, Morrow 1.5, Perry 1.7, Pickaway 2.2, Pike 1.3, Ross 3.7, Union 1.7. Tot. Hslds.: 652,700.

CORPUS CHRISTI, TEX.— Aransas 3.9, Bee 5.2, Brooks 1.6, Duval 2.4, Jim Hogg 1.0, Jim Wells 7.1, Kenedy 0.1, Kleberg 6.2, Live Oak 2.1, Nueces 57.0, Refugio 1.8, San Patricio 11.4. Tot. Hslds.: 173,900.

DALLAS-FT. WORTH, TEX.— OKLA.: Love 0.2, TEX.: Anderson 0.9, Bosque 0.4, Collin 4.1, Comanche 0.3, Cooke 0.7, Dallas 43.2, Delta 0.1, Denton 4.3, Ellis 1.5, Erath 0.6, Fannin 0.8, Freestone 0.4, Grayson 2.4, Hamilton 0.2, Henderson 1.4, Hill 0.7, Hood 0.6, Hopkins 0.7, Hunt 1.5, Johnson 2.0, Kaufman 1.0, Lamar 1.1, Limestone 0.5, Navarro 1.0, Palo Pinto 0.6, Parker 1.3, Rains 0.2, Rockwall 0.5, San Saba 0.2, Somervell 0.1, Tarrant 24.2, Van Zandt 0.9, Wise 0.7, Wood 0.7. Tot. Hslds.: 1,572,100.

DAVENPORT-ROCK ISLAND-MOLINE, IOWA— ILL.: Bureau 4.5, Carroll 2.1, Henderson 1.1, Henry 6.3, Knox 7.1, Lee 3.9, Mercer 2.2, Rock Island 19.1, Warren 2.5, Whiteside 7.4; IOWA: Cedar 2.2, Clinton 6.4, Des Moines 5.5, Henry 2.1, Jackson 2.5, Louisa 1.4, Muscatine 4.7, Scott 19.0. Tot. Hslds.: 330,400.

DAYTON, OHIO— IND.: Randolph 2.1, Wayne 5.3; OHIO: Auglaize 3.1, Champaign 2.5, Clark 10.7, Clinton 2.6, Darke 4.0, Greene 8.8, Logan 3.0, Mercer 2.5, Miami 6.5, Montgomery 43.1, Preble 2.8, Shelby 3.0. Tot. Hslds.: 510,800.

DENVER, COLO.— Adams 10.1, Arapahoe 14.8, Boulder 8.4, Chaffee 0.5, Clear Creek 0.3, Denver 22.5, Douglas 1.2, Eagle 0.7, Elbert 0.3, Garfield 1.0, Gilpin 0.1, Grand 0.4, Gunnison 0.4, Hinsdale 0.0, Jackson 0.1, Jefferson 16.0, Kit Carson 0.3, Lake 0.3,

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With each county's % share of total households in ADI

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Larimer 6.7, Lincoln 0.2, Logan 0.8, Moffat 0.6, Morgan 0.8, Park 0.3, Phillips 0.2, Pitkin 0.5, Prowers 0.5, Rio Blanco 0.2, Routt 0.6, Sedgwick 0.1, Summit 0.5, Teller 0.4, Washington 0.2, Weld 5.0, Yuma 0.4, NEB.: Box Butte 0.5, Cheyenne 0.4, Dawes 0.3, Deuel 0.1, Kimball 0.2, WYO.: Albany 1.1, Campbell 1.2, Carbon 0.7, Platte 0.5. Tot. Hslds.: 1,018,700.

DES MOINES, IOWA— Adair 1.0, Appanoose 1.7, Boone 2.7, Calhoun 1.3, Carroll 2.2, Clarke 0.9, Dallas 3.1, Decatur 0.9, Franklin 1.4, Greene 1.3, Guthrie 1.2, Hamilton 1.8, Hardin 2.2, Humboldt 1.4, Jasper 3.7, Lucas 1.1, Madison 1.2, Mahaska 2.4, Marion 2.9, Marshall 4.2, Monroe 0.9, Pocahontas 1.1, Polk 33.4, Poweshiek 1.9, Ringgold 0.6, Story 6.7, Union 1.5, Wapello 4.2, Warren 3.5, Wayne 0.9, Webster 4.5, Wright 1.7, MO.: Mercer 0.4. Tot. Hslds.: 380,500.

DETROIT, MICH.— Lapeer 1.4, Livingston 2.1, Macomb 14.4, Monroe 2.7, Oakland 22.4, St. Clair 2.9, Sanilac 0.9, Washtenaw 5.8, Wayne 47.4. Tot. Hslds.: 1,694,800.

DOTHAN, ALA.— Coffee 14.7, Dale 16.2, Geneva 9.3, Henry 5.8, Houston 31.1, FLA.: Jackson 14.8, GA.: Early 4.8, Seminole 3.3. Tot. Hslds.: 97,900.

DULUTH-SUPERIOR, MINN.— MICH.: Gogebic 4.2, MINN.: Aitkin 3.0, Carlton 6.0, Cook 1.0, Itasca 9.4, Koochiching 3.5, Lake 2.5, St. Louis 46.3, WISC.: Ashland 3.7, Bayfield 3.1, Douglas 9.5, Iron 1.5, Sawyer 3.0, Washburn 3.1. Tot. Hslds.: 175,200.

EL CENTRO-YUMA, CALIF.— ARIZ.: Yuma 48.7, CALIF.: Imperial 51.3. Tot. Hslds.: 61,600.

EL PASO, TEX.— N.M.: Dona Ana 18.8, Luna 3.0, TEX.: Culberson 0.5, El Paso 77.4, Hudspeth 0.4. Tot. Hslds.: 209,600.

ELMIRA, N.Y.— Chemung 39.8, Steuben 43.4, PA.: Tioga 16.8. Tot. Hslds.: 86,700.

ERIE, PA.— Crawford 21.1, Erie 66.5, Forest 1.2, Warren 11.2. Tot. Hslds.: 155,300.

EUGENE, ORE.— Coos 14.4, Douglas 21.5, Lane 64.1. Tot. Hslds.: 162,700.

EUREKA, CALIF.— Del Norte 14.0, Humboldt 86.0. Tot. Hslds.: 52,800.

EVANSVILLE, IND.— ILL.: Edwards 1.3, Gallatin 1.1, Wabash 2.1, Wayne 2.8, White 2.8, IND.: Dubois 4.7, Gibson 4.9, Perry 2.5, Pike 2.0, Posey 3.6, Spencer 2.5, Vanderburgh 24.7, Warrick 6.1, KY.: Daviess 12.1, Hancock 1.1, Henderson 6.0, Hopkins 6.6, McLean 1.3, Muhlenberg 4.3, Ohio 3.1, Union 2.1, Webster 2.1. Tot. Hslds.: 266,900.

FARGO, N.D.— MINN.: Becker 5.1, Clay 8.0, Clearwater 1.4, Kittson 1.1, Lake of the Woods 0.7, Mahnomen 0.8, Marshall 2.1, Norman 1.5, Otter Tail 9.2, Pennington 2.7, Polk 5.8, Red Lake 0.8, Roseau 2.1, Wilkin 1.3, N.D.: Barnes 2.4, Benson 1.2, Cass 17.3, Cavalier 1.2, Dickey 1.2, Eddy 0.6, Foster 0.7, Grand Forks 11.0, Griggs 0.7, La Moure 1.1, Nelson 0.9, Pembina 1.7, Ramsey 2.3, Ransom 1.1, Richland 3.3, Sargent 0.9, Steele 0.5, Stutsman 4.2, Towner 0.7, Traill 1.6, Walsh 2.6. Tot. Hslds.: 214,600.

FARMINGTON, N.M.— San Juan 100.0. Tot. Hslds.: 32,500.

FLAGSTAFF, ARIZ.— Coconino 100.0. Tot. Hslds.: 28,100.

FLINT-SAGINAW-BAY CITY, MICH.— Alcona 0.9, Arenac 1.3, Bay 9.5, Clare 2.3, Genesee 36.2, Gladwin 1.9, Gratiot 3.2, Huron 3.0, Iosco 2.6, Isabella 4.0, Midland 6.1, Ogemaw 1.6, Saginaw 17.7, Shiawassee 5.4, Tuscola 4.3. Tot. Hslds.: 437,900.

FLORENCE, S.C.— Darlington 15.7, Dillon 7.1, Florence 28.6, Horry 33.0, Marion 8.2, Marlboro 7.3. Tot. Hslds.: 144,300.

FT. MYERS-NAPLES, FLA.— Charlotte 17.4, Collier 23.6, Glades 1.3, Hendry 3.6, Lee 54.1. Tot. Hslds.: 208,100.

FT. SMITH, ARK.— Crawford 10.1, Franklin 4.1, Logan 5.2, Madison 3.1, Scott 2.7, Sebastian 27.1, Washington 27.7, OKLA.: Le Flore 11.6, Sequoyah 8.5. Tot. Hslds.: 144,100.

FT. WAYNE, IND.— Adams 4.6, Allen 47.9, De Kalb 5.3, Huntington 6.0, Jay 3.7, Noble 5.9, Steuben 4.4, Wabash 5.6, Wells 4.1, Whitley 4.2, OHIO: Paulding 3.3, Van Wert 5.1. Tot. Hslds.: 224,000.

FRESNO-VISALIA, CALIF.— Fresno 50.4, Kings 6.4, Madera 6.2, Mariposa 1.3, Merced 13.2, Tulare 22.5. Tot. Hslds.: 411,400.

GAINESVILLE, FLA.— Alachua 81.3, Dixie 4.0, Gilchrist 3.1, Levy 11.6. Tot. Hslds.: 80,300.

GLENDIVE, MONT.— Dawson 87.3, Prairie 12.7. Tot. Hslds.: 5,500.

GRAND JUNCTION, COLO.— Delta 13.5, La Plata 17.0, Mesa 51.7, Montrose 14.1, Ouray 1.0, San Juan 0.6, San Miguel 2.0. Tot. Hslds.: 68,800.

GRAND RAPIDS-KALAMAZOO-BATTLE CREEK, MICH.— Allegan 5.1, Barry 2.8, Branch 2.5, Calhoun 8.8, Ionia 2.9, Kalamazoo 13.6, Kent 28.9, Mecosta 2.1, Montcalm 3.0, Muskegon 9.5, Newaygo 2.3, Oceana 1.4, Ottawa 9.5, St. Joseph 3.6, Van Buren 4.2. Tot. Hslds.: 588,800.

GREAT FALLS, MONT.— Blaine 3.9, Cascade 46.3, Chouteau 3.2, Fergus 7.6, Glacier 5.4, Hill 9.9, Judith Basin 1.5, Liberty 1.6, Meagher 1.2, Phillips 3.2, Pondera 3.6, Teton 3.6, Toole 3.4, Valley 5.5. Tot. Hslds.: 68,500.

GREEN BAY, WISC.— MICH.: Delta 3.8, Dickinson 2.8, Menominee 2.6, Schoolcraft 0.8, WISC.: Brown 18.5, Calumet 3.1, Door 2.9, Fond du Lac 8.6, Green Lake 2.0, Kewaunee 1.9, Manitowoc 8.2, Marinette 4.2, Menominee 0.2, Oconto 3.1, Outagamie 13.0, Shawano 3.8, Waupaca 4.4, Waushara 2.2, Winnebago 13.9. Tot. Hslds.: 364,100.

GREENSBORO-WINSTON SALEM-HIGH POINT, N.C.— Alamance 7.6, Alleghany 0.8, Caswell 1.4, Davidson 6.9, Davie 2.0, Forsyth 20.0, Guilford 24.8, Montgomery 1.7, Randolph 7.4, Rockingham 6.4, Stokes 2.6, Surry 4.6, Wilkes 4.6, Yadkin 2.2, VA.: Carroll 1.9, Galax city 0.6, Grayson 1.2, Patrick 1.3. Tot. Hslds.: 503,300.

GREENVILLE-NEW BERN-WASHINGTON, N.C.— Beaufort 6.9, Bertie 3.3, Carteret 8.2, Craven 11.9, Duplin 6.6, Edgecombe 8.8, Greene 2.4, Hyde 0.9, Jones 1.4, Lenoir 9.9, Martin 4.1, Onslow 15.3, Pamlico 1.7, Pitt 15.7, Tyrrell 0.6, Washington 2.2. Tot. Hslds.: 227,300.

GREENVILLE-SPARTANBURG-ASHEVILLE, S.C.— GA.: Elbert 1.2, Franklin 1.0, Hart 1.1, Stephens 1.3, N.C.: Buncombe 10.9, Graham 0.4, Haywood 3.1, Henderson 4.5, Jackson 1.5, McDowell 2.2, Macon 1.5, Madison 1.0, Mitchell 0.9, Polk 0.9, Rutherford 3.5, Swain 0.7, Transylvania 1.5, Yancey 0.9, S.C.: Abbeville 1.4, Anderson 8.9, Cherokee 2.5, Greenville 19.2, Greenwood 3.7, Laurens 3.0, Oconee 3.3, Pickens 5.0, Spartanburg 13.0, Union 1.8. Tot. Hslds.: 607,800.

GREENWOOD-GREENVILLE, MISS.— Bolivar 17.3, Carroll 4.0, Grenada 9.2, Humphreys 5.4, Leflore 16.2, Sunflower 12.9, Tallahatchie 6.5, Washington 28.5. Tot. Hslds.: 82,800.

HAGERSTOWN, MD.— Washington 100.0. Tot. Hslds.: 40,500.

HARRISBURG-YORK-LANCASTER-LEBANON, PA.— Adams 4.6, Cumberland 13.2, Dauphin 17.7, Juniata 1.4, Lancaster 26.0, Lebanon 7.7, Mifflin 3.3, Perry 2.7, York 23.4. Tot. Hslds.: 534,200.

HARRISONBURG, VA.— Harrisonburg city 26.4, Rockingham 53.7, W.VA.: Grant 11.0, Pendleton 8.9. Tot. Hslds.: 33,700.

HARTFORD-NEW HAVEN, CONN.— Hartford 36.7, Litchfield 7.3, Middlesex 6.1, New Haven 34.4, New London 10.8, Tolland 4.8. Tot. Hslds.: 827,900.

HELENA, MONT.— Lewis and Clark 100.0. Tot. Hslds.: 18,900.

HOUSTON, TEX.— Austin 0.5, Brazoria 4.7, Calhoun 0.5, Chambers 0.5, Colorado 0.5, Fort Bend 4.3, Galveston 5.5, Grimes 0.4, Harris 71.4, Jackson 0.3, Liberty 1.4, Matagorda 1.1, Montgomery 4.1, Polk 0.8, San Jacinto 0.4, Trinity 0.3, Walker 1.1, Waller 0.5, Washington 0.6, Wharton 1.1. Tot. Hslds.: 1,431,600.

HUNTSVILLE-DECATUR-FLORENCE, ALA.— Colbert 3.0, De Kalb 8.3, Franklin 4.2, Lauderdale 11.9, Lawrence 4.1, Limestone 6.3, Madison 29.8, Marshall 10.2, Morgan 13.4, TENN.: Lincoln 3.8. Tot. Hslds.: 265,000.

IDAHO FALLS-POCATELLO, IDA.— Bannock 23.2, Bingham 11.3, Bonneville 22.0, Butte 1.1, Caribou 3.0, Cassia 6.2, Clark 0.3, Custer 1.9, Fremont 3.6, Jefferson 4.8, Lemhi 2.7, Madison 5.4, Minidoka 6.5, Power 2.4, Teton 0.9, WYO.: Lincoln 4.6. Tot. Hslds.: 102,600.

INDIANAPOLIS, IND.— Bartholomew 2.9, Blackford 0.7, Boone 1.7, Brown 0.6, Carroll 0.9, Cass 1.8, Clinton 1.4, Decatur 1.0, Delaware 5.4, Fountain 0.8, Grant 3.4, Hamilton 4.0, Hancock 1.9, Hendricks 3.0, Henry 2.2, Howard 3.9, Jennings 1.0, Johnson 3.4, Lawrence 2.0, Madison 5.9, Marion 35.7, Miami 1.7, Monroe 4.4, Montgomery 1.6, Morgan 2.3, Owen 0.8, Putnam 1.2, Rush 0.8, Shelby 1.7, Tipton 0.8, Warren 0.4, White 1.1. Tot. Hslds.: 826,700.

JACKSON, MISS.— Adams 4.8, Attala 2.5, Claiborne 1.4, Copiah 3.2, Franklin 1.1, Hinds 34.6, Holmes 2.7, Issaquena 0.3, Jefferson 1.1, Jefferson Davis 1.6, Lawrence 1.6, Leake 2.5, Lincoln 4.0, Madison 5.5, Pike 4.7, Rankin 9.5, Scott 3.2, Sharkey 0.8, Simpson 3.0, Smith 1.9, Warren 6.8, Yazoo 3.3. Tot. Hslds.: 280,900.

JACKSON, TENN.— Hardin 18.5, Henderson 18.7, Madison 62.8. Tot. Hslds.: 46,000.

JACKSONVILLE, FLA.— Baker 1.2, Bradford 1.8, Clay 6.6, Columbia 3.4, Duval 56.9, Hamilton 0.8, Nassau 3.3, Putnam 5.3, St. Johns 6.3, Suwannee 2.2, Union 0.5, GA.: Brantley 0.8, Camden 1.3, Charlton 0.6, Clinch 0.5, Glynn 5.3, Ware 3.1. Tot. Hslds.: 422,000.

JOHNSTOWN-ALTOONA, PA.— Bedford 6.1, Blair 17.9, Cambria 22.9, Cameron 0.9, Centre 13.7, Clearfield 10.8, Elk 4.8, Huntingdon 5.3, Jefferson 6.7, Somerset 10.8. Tot. Hslds.: 284,600.

JONESBORO, ARK.— Clay 11.5, Craighead 34.5, Greene 17.5, Lawrence 10.5, Randolph 9.2, Sharp 9.5, MO.: Ripley 7.3. Tot. Hslds.: 68,600.

JOPLIN-PITTSBURG, MO.— ARK.: Benton 19.3, KANS.: Allen 3.6, Bourbon 3.7, Cherokee 5.1, Crawford 8.8, Labette 5.5, Neosho 4.1, Wilson 2.7, Woodson 1.0, MO.: Barton 2.6, Jasper 19.3, McDonald 3.3, Newton 9.1, Vernon 4.4, OKLA.: Ottawa 7.4. Tot. Hslds.: 176,900.

KANSAS CITY, MO.— KANS.: Anderson 0.5, Atchison 0.9, Brown 0.7, Doniphan 0.5, Douglas 3.6, Franklin 1.2, Jefferson 0.8, Johnson 16.3, Leavenworth 2.6, Linn 0.5, Miami 1.2, Wyandotte 9.1, MO.: Andrew 0.7, Bates 0.9, Caldwell 0.5, Carroll 0.6, Cass 2.7, Chariton 0.6, Clay 7.4, Clinton 0.8, Daviess 0.5, De Kalb 0.4, Gentry 0.4, Grundy 0.7, Henry 1.1, Jackson 34.7, Johnson 1.8, Lafayette 1.6, Linn 0.9, Livingston 0.8, Platte 2.6, Ray 1.1, Saline 1.3. Tot. Hslds.: 708,200.

KNOXVILLE, TENN.— KY.: Bell 2.9, Harlan 3.5, Knox 2.6, McCreary 1.3, Wayne 1.6, Whitley 3.2, TENN.: Anderson 6.5, Blount 7.6, Campbell 3.2, Claiborne 2.3, Cocke 2.7, Cumberland 2.9, Grainger 1.5, Hamblen 5.1, Jefferson 3.0, Knox 31.6, Loudon 2.8, Monroe 2.6, Morgan 1.4, Roane 4.5, Scott 1.7, Sevier 4.4, Union 1.1. Tot. Hslds.: 412,600.

LA CROSSE-EAU CLAIRE, WISC.— MINN.: Houston 4.0, Winona 10.3, WISC.: Buffalo 3.5, Chippewa 11.7, Eau Claire 19.8, Jackson 4.0, La Crosse 22.1, Monroe 8.3, Rusk 3.7, Trempealeau 6.2, Vernon 6.3. Tot. Hslds.: 156,000.

LAFAYETTE, IND.— Benton 7.8, Tippecanoe 92.2. Tot. Hslds.: 46,200.

LAFAYETTE, LA.— Acadia 10.1, Allen 3.8, Evangeline 6.2, Iberia 11.3, Jefferson Davis 5.6, Lafayette 31.0, St. Landry 15.2, St. Martin 7.4, Vermilion 9.3. Tot. Hslds.: 196,100.

LAKE CHARLES, LA.— Beauregard 14.7, Calcasieu 80.9, Cameron 4.5. Tot. Hslds.: 76,400.

LANSING, MICH.— Clinton 8.5, Eaton 15.6, Hillsdale 6.7, Ingham 45.5, Jackson 23.7. Tot. Hslds.: 216,500.

LAREDO, TEX.— Webb 92.6, Zapata 7.4. Tot. Hslds.: 33,900.

LAS VEGAS, NEV.— Clark 98.0, Lincoln 0.6, Nye (southern portion) 1.4. Tot. Hslds.: 228,200.

LAUREL-HATTIESBURG, MISS.— Covington 6.4, Forrest 28.8, Jasper 6.8, Jones 25.7, Lamar 10.3, Marion 10.3, Perry 4.0, Wayne 7.6. Tot. Hslds.: 89,200.

LEXINGTON, KY.— Anderson 1.5, Bath 1.1, Bourbon 2.1, Boyle 2.9, Breathitt 1.6, Casey 1.8, Clark 3.3, Clay 2.3, Estill 1.6, Fayette 24.8, Fleming 1.4, Franklin 5.2, Garrard 1.2, Harrison 1.7, Jackson 1.3, Jessamine 3.0, Knott 1.8, Laurel 4.5, Lee 0.9, Leslie 1.5, Lincoln 2.1, Madison 5.5, Menifee 0.5, Mercer 2.2, Montgomery 2.3, Nicholas 0.8, Owsley 0.5, Perry 3.5, Powell 1.2, Pulaski 5.5, Rockcastle 1.6, Rowan 1.9, Russell 1.7, Scott 2.4, Wolfe 0.7, Woodford [illegible]. Tot. Hslds.: 329,600.

LIMA, OHIO— Allen 100.0. Tot. Hslds.: 40,700.

LINCOLN-HASTINGS-KEARNEY, NEB.— KANS.: Cloud 1.8, Jewell 0.8, Phillips 1.1, Republic 1.1, Smith 0.9, Washington 1.2, NEB.: Adams 4.6, Boone 1.0, Brown 0.7, Buffalo 5.3, Chase 0.7, Clay 1.2, Custer 2.1, Dawson 3.4, Dundy 0.5, Fillmore 1.2, Franklin 0.7, Frontier 0.5, Furnas 1.0, Gage 3.5, Garfield 0.4, Gosper 0.3, Greeley 0.5, Hall 7.3, Hamilton 1.3, Harlan 0.7, Hayes 0.2, Holt 2.0, Howard 0.9, Jefferson 1.4, Kearney 1.0, Lancaster 30.8, Loup 0.1, Merrick 1.2, Nance 0.7, Nuckolls 1.0, Perkins 0.6, Phelps 1.4, Platte 4.2, Polk 0.9, Red Willow 1.9, Rock 0.3, Saline 1.9, Sherman 0.6, Thayer 1.1, Valley 0.9, Webster 0.7, Wheeler 0.2, York 2.2. Tot. Hslds.: 258,400.

LITTLE ROCK, ARK.— Arkansas 1.9, Bradley 1.1, Calhoun 0.5, Chicot 1.3, Clark 1.8, Cleburne 1.7, Cleveland 0.6, Conway 1.6, Dallas 0.9, Desha 1.4, Drew 1.4, Faulkner 4.0, Garland 6.9, Grant 1.1, Hot Spring 3.3, Independence 2.6, Jackson 1.7, Jefferson 6.7, Johnson 1.5, Lincoln 0.8, Lonoke 2.9, Monroe 1.0, Montgomery

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0.7, Nevada 0.8, Ouachita 2.7, Perry 0.6, Pike 0.9, Polk 1.4, Pope 3.4, Prairie 0.8, Pulaski 29.2, Saline 4.2, Searcy 0.8, Stone 0.8, Van Buren 1.3, White 4.2, Woodruff 0.8, Yell 1.5. Tot. Hslds.: 455,300.

LOS ANGELES, CALIF.— Inyo 0.2, Kern (eastern portion) 0.6, Los Angeles 64.8, Orange 16.5, Riverside (western portion) 5.2, San Bernardino 8.3, Ventura 4.4. Tot. Hslds.: 4,573,400.

LOUISVILLE, KY.— IND.: Clark 6.5, Crawford 0.7, Floyd 4.5, Harrison 2.0, Jackson 2.7, Jefferson 2.1, Orange 1.4, Scott 1.4, Washington 1.6; KY.: Breckinridge 1.2, Bullitt 3.0, Grayson 1.6, Green 0.8, Hardin 5.3, Hart 1.2, Henry 0.9, Jefferson 50.8, Larue 0.9, Marion 1.1, Meade 1.5, Nelson 1.9, Oldham 2.0, Shelby 1.7, Spencer 0.4, Taylor 1.7, Trimble 0.4, Washington 0.7. Tot. Hslds.: 506,400.

LUBBOCK, TEX.— Bailey 2.0, Borden 0.2, Cochran 1.2, Crosby 2.0, Dawson 4.1, Dickens 0.9, Floyd 2.3, Garza 1.3, Hale 9.2, Hockley 6.0, Kent 0.3, King 0.1, Lamb 4.6, Lubbock 57.0, Lynn 2.0, Motley 0.6, Terry 3.8, Yoakum 2.4. Tot. Hslds.: 137,700.

MACON, GA.— Baldwin 7.3, Bibb 35.4, Bleckley 2.3, Crawford 1.5, Dodge 3.8, Dooly 2.4, Houston 17.9, Jones 4.1, Laurens 8.5, Monroe 3.3, Peach 4.4, Pulaski 2.0, Twiggs 2.1, Wheeler 1.2, Wilcox 1.6, Wilkinson 2.3. Tot. Hslds.: 159,600.

MADISON, WISC.— Columbia 8.2, Dane 62.3, Green 5.6, Iowa 3.5, Juneau 4.0, Lafayette 2.9, Marquette 2.5, Richland 3.1, Sauk 7.9. Tot. Hslds.: 213,100.

MANKATO, MINN.— IOWA: Emmet 21.9, MINN.: Blue Earth 78.1. Tot. Hslds.: 23,700.

MARQUETTE, MICH.— Alger 5.7, Baraga 5.3, Houghton 23.7, Iron 10.0, Keweenaw 1.2, Marquette 45.3, Ontonagon 6.2; WISC.: Florence 2.5. Tot. Hslds.: 56,100.

MCALLEN-BROWNSVILLE, TEX.— Cameron 39.0, Hidalgo 53.2, Starr 5.0, Willacy 2.8. Tot. Hslds.: 177,000.

MEDFORD, ORE.— CALIF.: Siskiyou 13.3; ORE.: Curry 5.5, Jackson 41.3, Josephine 20.2, Klamath 17.3, Lake 2.4. Tot. Hslds.: 127,500.

MEMPHIS, TENN.— ARK.: Crittenden 2.8, Cross 1.1, Lee 0.9, Mississippi 3.3, Phillips 1.9, Poinsett 1.6, St. Francis 1.7; MISS.: Alcorn 2.2, Benton 0.5, Coahoma 2.0, De Soto 3.4, Lafayette 2.0, Marshall 1.7, Panola 1.6, Quitman 0.7, Tate 1.1, Tippah 1.2, Tunica 0.5, Union 1.5, Yalobusha 0.8; MO.: Dunklin 2.3, Pemiscot 1.5; TENN.: Chester 0.8, Crockett 0.9, Dyer 2.2, Fayette 1.4, Gibson 3.2, Hardeman 1.4, Haywood 1.1, Lauderdale 1.5, McNairy 1.6, Shelby 48.0, Tipton 2.0. Tot. Hslds.: 591,800.

MERIDIAN, MISS.— ALA.: Choctaw 8.5, Sumter 8.0; MISS.: Clarke 9.4, Kemper 5.2, Lauderdale 44.3, Neshoba 13.5, Newton 11.0. Tot. Hslds.: 67,200.

MIAMI, FLA.— Broward 41.4, Dade 56.0, Monroe 2.6. Tot. Hslds.: 1,186,800.

MILWAUKEE, WISC.— Dodge 3.8, Jefferson 3.4, Milwaukee 53.0, Ozaukee 3.4, Racine 8.9, Sheboygan 5.3, Walworth 3.8, Washington 4.3, Waukesha 14.1. Tot. Hslds.: 705,100.

MINNEAPOLIS-ST. PAUL, MINN.— Anoka 5.9, Benton 0.8, Big Stone 0.2, Brown 0.8, Carver 1.2, Chippewa 0.5, Chisago 0.8, Cottonwood 0.4, Crow Wing 1.4, Dakota 6.4, Goodhue 1.2, Hennepin 32.5, Isanti 0.7, Jackson 0.4, Kanabec 0.4, Kandiyohi 1.2, Lac qui Parle 0.3, Le Sueur 0.7, Lyon 0.8, McLeod 0.9, Martin 0.8, Meeker 0.6, Mille Lacs 0.6, Morrison 0.9, Nicollet 0.8, Pine 0.6, Ramsey 15.0, Redwood 0.6, Renville 0.6, Rice 1.3, Scott 1.3, Sherburne 0.9, Sibley 0.5, Stearns 3.0, Steele 0.9, Stevens 0.3, Swift 0.4, Wabasha 0.6, Waseca 0.6, Washington 3.5, Watonwan 0.4, Wright 1.8, Yellow Medicine 0.4; WISC.: Barron 1.3, Burnett 0.4, Dunn 1.0, Pepin 0.2, Pierce 0.9, Polk 1.1, St. Croix 1.3. Tot. Hslds.: 1,198,300.

MINOT-BISMARCK-DICKINSON, N.D.— MONT.: Daniels 0.7, McCone 0.6, Richland 3.4, Roosevelt 2.6, Sheridan 1.5, Wibaux 0.3; N.D.: Adams 0.9, Billings 0.3, Bottineau 2.2, Bowman 1.1, Burke 1.0, Burleigh 15.7, Divide 0.8, Dunn 1.1, Emmons 1.4, Golden Valley 0.6, Grant 1.0, Hettinger 1.0, Kidder 1.0, Logan 0.8, McHenry 1.9, McIntosh 1.3, McKenzie 1.9, McLean 3.3, Mercer 3.5, Morton 6.8, Mountrail 2.0, Oliver 0.6, Pierce 1.4, Renville 0.9, Rolette 2.6, Sheridan 0.7, Sioux 0.6, Slope 0.3, Stark 6.3, Ward 14.8, Wells 1.9, Williams 6.7; S.D.: Campbell 0.6, Corson 1.0, Dewey 1.0, Walworth 1.9. Tot. Hslds.: 144,300.

MISSOULA, MONT.— Flathead 28.5, Granite 1.4, Lake 10.2, Mineral 2.1, Missoula 39.9, Ravalli 13.0, Sanders 4.9. Tot. Hslds.: 77,500.

MOBILE-PENSACOLA, ALA.— Baldwin 7.6, Clarke 2.2, Conecuh 1.3, Escambia 3.0, Mobile 31.9, Monroe 1.8, Washington 1.3; FLA.: Escambia 22.4, Okaloosa 11.2, Santa Rosa 5.5; MISS.: George 1.3, Greene 0.8, Jackson 9.9. Tot. Hslds.: 431,300.

MONROE-EL DORADO, LA.— ARK.: Ashley 5.0, Union 10.0; LA.: Caldwell 2.5, Catahoula 2.5, Concordia 4.4, East Carroll 2.1, Franklin 4.6, Jackson 3.7, La Salle 3.6, Lincoln 7.6, Madison 3.2, Morehouse 6.8, Ouachita 28.0, Richland 4.1, Tensas 1.6, Union 4.4, West Carroll 2.5, Winn 3.4. Tot. Hslds.: 182,800.

MONTGOMERY-SELMA, ALA.— Autauga 5.7, Bullock 1.8, Butler 3.7, Covington 7.0, Crenshaw 2.5, Dallas 8.9, Elmore 7.7, Lowndes 1.9, Macon 4.0, Marengo 4.0, Montgomery 36.6, Perry 2.3, Pike 4.8, Tallapoosa 6.9, Wilcox 2.2. Tot. Hslds.: 210,100.

NASHVILLE, TENN.— KY.: Allen 0.8, Barren 1.9, Butler 0.6, Christian 3.1, Clinton 0.5, Cumberland 0.4, Edmonson 0.5, Logan 1.4, Monroe 0.7, Simpson 0.8, Todd 0.6, Trigg 0.5; TENN.: Bedford 1.6, Benton 0.9, Cannon 0.6, Carroll 1.6, Cheatham 1.3, Clay 0.5, Coffee 2.2, Davidson 27.8, Decatur 0.6, De Kalb 0.8, Dickson 1.8, Fentress 0.8, Franklin 1.7, Giles 1.4, Henry 1.7, Hickman 0.8, Houston 0.3, Humphreys 0.9, Jackson 0.5, Lawrence 1.9, Lewis 0.5, Macon 0.9, Marshall 1.1, Maury 2.9, Montgomery 4.4, Moore 0.2, Overton 1.0, Perry 0.4, Pickett 0.2, Putnam 2.7, Robertson 2.0, Rutherford 4.9, Smith 0.8, Stewart 0.5, Sumner 4.8, Trousdale 0.4, Van Buren 0.2, Warren 1.9, Wayne 0.8, White 1.1, Williamson 3.5, Wilson 3.3. Tot. Hslds.: 682,800.

NEW ORLEANS, LA.— Jefferson 27.4, Lafourche 4.5, Orleans 33.5, Plaquemines 1.3, St. Bernard 3.6, St. Charles 2.1, St. James 1.0, St. John the Baptist 2.0, St. Tammany 7.6, Tangipahoa 4.8, Terrebonne 5.3, Washington 2.5; MISS.: Hancock 1.6, Pearl River 2.0, Walthall 0.7. Tot. Hslds.: 647,000.

NEW YORK, N.Y.— CONN.: Fairfield 4.3; N.J.: Bergen 4.6, Essex 4.4, Hudson 3.1, Hunterdon 0.5, Middlesex 3.2, Monmouth 2.8, Morris 2.1, Ocean 2.3, Passaic 2.3, Somerset 1.1, Sussex 0.6, Union 2.7, Warren 0.5; N.Y.: Bronx 6.1, Dutchess 1.3, Kings 12.5, Nassau 6.5, New York (Manhattan) 10.9, Orange 1.3, Putnam 0.4, Queens 10.9, Richmond 1.9, Rockland 1.3, Suffolk 6.2, Sullivan 0.4, Ulster 0.9, Westchester 4.7; PA.: Pike 0.1. Tot. Hslds.: 6,870,400.

NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON, VA.— N.C.: Camden 0.4, Chowan 1.0, Currituck 1.0, Dare 1.4, Gates 0.6, Hertford 1.5, Northampton 1.5, Pasquotank 2.1, Perquimans 0.7; VA.: Accomack 2.2, Chesapeake city 8.2, Franklin city 0.5, Gloucester 1.8, Hampton city 8.4, Isle of Wight 1.5, James City 1.6, Mathews 0.7, Newport News city 10.4, Norfolk city 17.8, Northampton 1.0, Poquoson city 0.8, Portsmouth city 7.0, Southampton 1.0, Suffolk city 3.1, Surry 0.4, Virginia Beach city 20.6, Williamsburg city 0.6, York 2.4. Tot. Hslds.: 523,000.

NORTH PLATTE, NEB.— Arthur 1.1, Blaine 1.6, Hooker 2.1, Keith 20.3, Lincoln 69.5, Logan 2.1, McPherson 1.1, Thomas 2.1. Tot. Hslds.: 18,700.

ODESSA-MIDLAND, TEX.— N.M.: Lea (southern portion) 1.8; TEX.: Andrews 3.4, Brewster 1.9, Crane 1.1, Crockett 1.1, Ector 33.9, Gaines 3.1, Glasscock 0.3, Howard 8.7, Jeff Davis 0.4, Loving 0.1, Martin 1.1, Midland 27.4, Pecos 3.2, Presidio 1.2, Reagan 0.9, Reeves 3.2, Terrell 0.4, Upton 1.1, Ward 3.3, Winkler 2.3. Tot. Hslds.: 149,800.

OKLAHOMA CITY, OKLA.— Alfalfa 0.4, Beckham 1.6, Blaine 0.9, Caddo 2.0, Canadian 4.2, Cleveland 9.6, Custer 2.0, Dewey 0.4, Ellis 0.4, Garfield 4.2, Garvin 1.9, Grady 2.7, Grant 0.4, Greer 0.5, Harmon 0.3, Harper 0.3, Hughes 1.0, Kay 3.4, Kingfisher 1.0, Kiowa 0.9, Lincoln 2.0, Logan 1.8, McClain 1.5, Major 0.6, Murray 0.8, Noble 0.8, Oklahoma 41.4, Payne 4.1, Pottawatomie 3.9, Roger Mills 0.3, Seminole 1.8, Washita 1.0, Woods 0.7, Woodward 1.4. Tot. Hslds.: 606,200.

OMAHA, NEB.— IOWA: Adams 0.6, Audubon 0.9, Cass 2.0, Crawford 2.0, Fremont 1.1, Harrison 1.7, Mills 1.4, Montgomery 1.6, Page 2.2, Pottawattamie 9.3, Shelby 1.6, Taylor 0.9; MO.: Atchison 0.9; NEB.: Burt 1.0, Butler 1.0, Cass 2.2, Colfax 1.0, Cuming 1.2, Dodge 3.9, Douglas 44.8, Johnson 0.6, Nemaha 0.9, Otoe 1.7, Pawnee 0.4, Richardson 1.2, Sarpy 8.7, Saunders 1.9, Seward 1.6, Washington 1.6. Tot. Hslds.: 354,300.

ORLANDO-DAYTONA BEACH-MELBOURNE, FLA.— Brevard 18.9, Flagler 0.9, Lake 7.2, Marion 8.9, Orange 28.6, Osceola 4.1, Seminole 11.6, Sumter 1.5, Volusia 18.2. Tot. Hslds.: 732,000.

OTTUMWA-KIRKSVILLE, IOWA— Davis 11.5, Jefferson 21.7, Van Buren 11.2; MO.: Adair 31.5, Putnam 7.5, Schuyler 6.8, Sullivan 9.8. Tot. Hslds.: 29,500.

PADUCAH-CAPE GIRARDEAU-HARRISBURG-MARION, KY.— ILL.: Alexander 1.5, Franklin 5.6, Hamilton 1.2, Hardin 0.7, Jackson 7.5, Johnson 1.2, Massac 1.9, Pope 0.6, Pulaski 1.1, Saline 3.8, Union 2.4, Williamson 7.7; KY.: Ballard 1.0, Caldwell 1.6, Calloway 3.8, Carlisle 0.7, Crittenden 1.1, Fulton 1.0, Graves 4.1, Hickman 0.7, Livingston 1.2, Lyon 0.8, McCracken 7.6, Marshall 3.2; MO.: Bollinger 1.2, Butler 4.6, Cape Girardeau 6.9, Carter 0.6, Mississippi 1.7, New Madrid 2.5, Perry 1.9, Reynolds 0.9, Scott 4.6, Stoddard 3.4, Wayne 1.5; TENN.: Lake 0.8, Obion 4.0, Weakley 3.8. Tot. Hslds.: 330,300.

PALM SPRINGS, CALIF.— Riverside (central portion) 100.0. Tot. Hslds.: 57,700.

PANAMA CITY, FLA.— Bay 56.1, Calhoun 4.4, Franklin 3.9, Gulf 4.9, Holmes 7.8, Liberty 1.9, Walton 13.0, Washington 8.0. Tot. Hslds.: 77,400.

PARKERSBURG, W.VA.— Wood 100.0. Tot. Hslds.: 35,800.

PEORIA, ILL.— Fulton 7.5, McLean 21.0, Marshall 2.4, Mason 3.4, Peoria 35.0, Putnam 1.1, Stark 1.3, Tazewell 22.8, Woodford 5.6. Tot. Hslds.: 216,900.

PHILADELPHIA, PA.— DEL.: Kent 1.4, New Castle 5.5; N.J.: Atlantic 3.0, Burlington 4.9, Camden 6.6, Cape May 1.5, Cumberland 1.8, Gloucester 2.8, Mercer 4.2, Salem 0.9; PA.: Berks 4.7, Bucks 6.7, Chester 4.5, Delaware 7.6, Lehigh 4.1, Monroe 1.1, Montgomery 9.2, Northampton 3.3, Philadelphia 23.7, Schuylkill 2.4. Tot. Hslds.: 2,654,800.

PHOENIX, ARIZ.— Apache (southern portion) 0.4, Gila 1.6, Graham 0.9, Greenlee 0.4, La Paz 0.6, Maricopa 81.5, Mohave 3.4, Navajo 2.5, Pinal 3.9, Yavapai 4.2; CALIF.: Riverside (eastern portion) 0.7. Tot. Hslds.: 862,300.

PITTSBURGH, PA.— MD.: Garrett 0.8; PA.: Allegheny 45.5, Armstrong 2.7, Beaver 6.0, Butler 4.5, Clarion 1.2, Fayette 5.0, Greene 1.3, Indiana 2.7, Lawrence 3.2, Venango 2.0, Washington 6.7, Westmoreland 12.0; W.VA.: Hancock 1.2, Marion 2.1, Monongalia 2.4, Preston 0.9. Tot. Hslds.: 1,223,500.

PORTLAND, ORE.— Benton 2.9, Clackamas 11.2, Clatsop 1.5, Columbia 1.6, Crook 0.6, Gilliam 0.1, Harney 0.4, Hood River 0.8, Jefferson 0.6, Lincoln 1.9, Linn 4.1, Marion 9.6, Multnomah 29.1, Polk 2.1, Sherman 0.1, Tillamook 1.0, Union 1.1, Wasco 1.0, Washington 12.8, Wheeler 0.1, Yamhill 2.6; WASH.: Clark 9.7, Cowlitz 3.8, Klickitat 0.8, Skamania 0.4, Wahkiakum 0.2. Tot. Hslds.: 810,400.

PORTLAND-POLAND SPRING, MAINE— Androscoggin 12.2, Cumberland 28.4, Franklin 3.5, Kennebec 13.9, Lincoln 3.5, Oxford 6.2, Sagadahoc 3.8, York 19.0; N.H.: Carroll 4.4, Coos 4.3; VT.: Essex 0.8. Tot. Hslds.: 304,300.

PRESQUE ISLE, MAINE— Aroostook 100.0. Tot. Hslds.: 29,500.

PROVIDENCE-NEW BEDFORD, R.I.— CONN.: Windham 6.0; MASS.: Bristol 31.4, Dukes 0.8; R.I.: Bristol 2.7, Kent 10.1, Newport 5.2, Providence 37.6, Washington 6.1. Tot. Hslds.: 571,800.

QUINCY-HANNIBAL, ILL.— Adams 19.6, Brown 1.6, Cass 4.0, Hancock 6.8, McDonough 9.3, Morgan 10.3, Pike 5.4, Schuyler 2.3, Scott 1.7; IOWA: Lee 11.9; MO.: Clark 2.2, Knox 1.5, Lewis 2.8, Macon 4.5, Marion 7.7, Monroe 2.5, Ralls 2.4, Scotland 1.5, Shelby 2.2. Tot. Hslds.: 139,200.

RALEIGH-DURHAM, N.C.— Chatham 2.2, Cumberland 13.6, Durham 10.1, Franklin 1.8, Granville 1.9, Halifax 3.2, Harnett 3.6, Hoke 1.1, Johnston 4.7, Lee 2.4, Moore 3.6, Nash 4.3, Orange 5.1, Person 1.8, Sampson 3.0, Scotland 1.9, Vance 2.2, Wake 21.6, Warren 0.9, Wayne 5.8, Wilson 3.8; VA.: Mecklenburg 1.7. Tot. Hslds.: 617,100.

RAPID CITY, S.D.— MONT.: Carter 0.7; NEB.: Garden 1.2, Grant 0.4, Sheridan 3.5, Sioux 0.8; S.D.: Bennett 1.2, Butte 4.0, Custer 3.1, Fall River 4.1, Haakon 1.2, Harding 0.7, Jackson 1.4, Lawrence 9.2, Meade 9.0, Pennington 34.6, Perkins 2.2, Shannon 2.9, Ziebach 0.7; WYO.: Crook 2.7, Sheridan 12.9, Weston 3.5. Tot. Hslds.: 83,000.

RENO, NEV.— CALIF.: Alpine 0.2, El Dorado (eastern portion) 7.8, Lassen 4.8, Placer (eastern portion) 2.3; NEV.: Carson City 8.8, Churchill 3.5, Douglas 5.6, Esmeralda 0.2, Humboldt 2.6, Lander 1.1, Lyon 3.9, Mineral 1.5, Nye (northern portion) 1.5, Pershing 0.8, Storey 0.4, Washoe 55.0. Tot. Hslds.: 166,200.

RICHMOND, VA.— Amelia 0.6, Augusta 4.6, Brunswick 1.2, Buckingham 0.9, Caroline 1.5, Charles City 0.5, Chesterfield 13.2, Colonial Heights city 1.4, Cumberland 0.7, Dinwiddie 1.4, Emporia city 0.5, Essex 0.7, Fluvanna 0.9, Goochland 1.0, Greene 0.7, Greensville 0.7, Hanover 4.4, Henrico 17.7, Hopewell city 2.1, King and Queen 0.5, King William 0.8, Lancaster 1.0, Louisa 1.6, Lunenburg 1.0, Madison 0.9, Middlesex 0.8, Nelson 1.0, New Kent 0.9, Northumberland 1.0, Nottoway 1.2, Orange 1.7, Petersburg city 3.6, Powhatan 1.0, Prince Edward 1.2, Prince George 1.5, Richmond 0.6, Richmond city 21.0, Staunton city 1.8, Sussex 0.8, Waynesboro city 1.4. Tot. Hslds.: 416,700.

ROANOKE-LYNCHBURG, VA.— Alleghany 1.3, Amherst 2.8, Appomattox 1.3, Bath 0.6, Bedford 3.6, Bedford city 0.6, Bland 0.6, Botetourt 2.5, Buena Vista city 0.6, Campbell 4.5, Charlotte 1.2, Clifton Forge city 0.5, Covington city 0.9, Craig 0.4, Danville city 5.0, Floyd 1.3, Franklin 3.7, Giles 1.8, Halifax 2.8, Henry 5.9, Highland 0.3, Lexington city 0.6, Lynchburg city 7.1, Martinsville

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

city 2.0, Montgomery 6.4, Pittsylvania 6.7, Pulaski 3.7, Radford city 1.1, Roanoke 7.5, Roanoke city 12.1, Rockbridge 1.9, Salem city 2.5, South Boston city 0.8, Wythe 2.7, W.VA.: Monroe 1.4, Pocahontas 1.1. Tot. Hslds.: 343,200.

ROCHESTER, N.Y.— Livingston 5.6, Monroe 76.0, Ontario 9.5, Wayne 8.9. Tot. Hslds.: 351,900.

ROCHESTER-MASON CITY-AUSTIN, MINN.— IOWA: Cerro Gordo 13.6, Floyd 5.1, Hancock 3.9, Howard 2.9, Kossuth 5.7, Mitchell 3.2, Winnebago 3.7, Worth 2.5, MINN.: Dodge 3.8, Faribault 5.2, Fillmore 5.5, Freeborn 9.4, Mower 10.5, Olmsted 24.9. Tot. Hslds.: 143,100.

ROCKFORD, ILL.— Boone 5.5, Ogle 9.2, Stephenson 10.0, Winnebago 48.6, WISC.: Rock 26.7. Tot. Hslds.: 182,900.

ROSWELL, N.M.— Chaves 36.5, Eddy 30.8, Lea (northern portion) 32.6. Tot. Hslds.: 61,300.

SACRAMENTO-STOCKTON, CALIF.— Amador 1.0, Calaveras 1.1, Colusa 0.6, Contra Costa (eastern portion) 2.9, El Dorado (western portion) 3.0, Mono 0.4, Nevada 2.8, Placer (western portion) 5.4, Plumas 0.8, Sacramento 37.4, San Joaquin 16.0, Sierra 0.2, Solano (eastern portion) 6.0, Stanislaus 11.5, Sutter 2.3, Tuolumne 1.7, Yolo 5.0, Yuba 2.1. Tot. Hslds.: 938,800.

ST. JOSEPH, MO.— Buchanan 67.0, Harrison 8.8, Holt 5.6, Nodaway 16.3, Worth 2.3. Tot. Hslds.: 47,900.

ST. LOUIS, MO.— ILL.: Bond 0.6, Calhoun 0.2, Clinton 1.1, Fayette 0.8, Greene 0.6, Jefferson 1.5, Jersey 0.7, Macoupin 1.9, Madison 8.7, Marion 1.7, Monroe 0.7, Montgomery 1.2, Perry 0.8, Randolph 1.2, St. Clair 8.9, Washington 0.6, MO.: Crawford 0.7, Franklin 2.4, Gasconade 0.5, Iron 0.4, Jefferson 5.0, Lincoln 0.8, Madison 0.4, Montgomery 0.4, Pike 0.6, St. Charles 5.2, Ste. Genevieve 0.5, St. Francois 1.5, St. Louis 33.4, St. Louis city 16.1, Warren 0.5, Washington 0.6. Tot. Hslds.: 1,082,300.

SALINAS-MONTEREY, CALIF.— Monterey 54.1, San Benito 5.0, Santa Cruz 41.0. Tot. Hslds.: 201,600.

SALISBURY, MD.— DEL.: Sussex 46.5, MD.: Somerset 7.9, Wicomico 29.7, Worcester 15.9. Tot. Hslds.: 85,300.

SALT LAKE CITY, UTAH— COLO.: Dolores 0.1; IDA.: Bear Lake 0.4, Franklin 0.5, Oneida 0.2, MONT.: Fallon 0.2, NEV.: Elko 1.4, Eureka 0.1, White Pine 0.6, UTAH: Beaver 0.3, Box Elder 1.9, Cache 3.5, Carbon 1.5, Daggett 0.0, Davis 8.4, Duchesne 0.8, Emery 0.7, Garfield 0.2, Grand 0.5, Iron 1.1, Juab 0.3, Kane 0.3, Millard 0.7, Morgan 0.3, Piute 0.1, Rich 0.1, Salt Lake 40.2, San Juan 0.6, Sanpete 0.9, Sevier 0.9, Summit 0.8, Tooele 1.5, Uintah 1.4, Utah 11.8, Wasatch 0.5, Washington 1.8, Wayne 0.1, Weber 9.3; WYO.: Big Horn 0.8, Sublette 0.3, Sweetwater 2.8, Teton 0.8, Uinta 1.3. Tot. Hslds.: 580,100.

SAN ANGELO, TEX.— Concho 2.4, Irion 1.1, Kimble 3.5, McCulloch 7.6, Menard 2.0, Schleicher 2.2, Sterling 0.9, Sutton 4.1, Tom Green 76.3. Tot. Hslds.: 45,800.

SAN ANTONIO, TEX.— Atascosa 1.9, Bandera 0.7, Bexar 70.3, Comal 3.2, De Witt 1.4, Dimmit 0.6, Edwards 0.1, Frio 0.8, Goliad 0.4, Gonzales 1.1, Guadalupe 3.7, Karnes 0.9, Kendall 0.9, Kerr 2.7, Kinney 0.2, La Salle 0.4, Lavaca 1.4, McMullen 0.1, Maverick 1.8, Medina 1.6, Real 0.2, Uvalde 1.5, Val Verde 2.4, Wilson 1.2, Zavala 0.6. Tot. Hslds.: 526,500.

SAN DIEGO, CALIF.— San Diego 100.0. Tot. Hslds.: 786,500.

SAN FRANCISCO, CALIF.— Alameda 21.9, Contra Costa (western portion) 11.6, Lake 1.0, Marin 4.5, Mendocino 1.4, Napa 1.9, San Francisco 15.1, San Mateo 11.4, Santa Clara 23.1, Solano (western portion) 1.8, Sonoma 6.4. Tot. Hslds.: 2,116,200.

SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO, CALIF.— San Luis Obispo 36.1, Santa Barbara 63.9. Tot. Hslds.: 196,100.

SARASOTA, FLA.— Sarasota 100.0. Tot. Hslds.: 113,100.

SAVANNAH, GA.— Appling 2.7, Bacon 1.7, Bryan 2.0, Bulloch 5.8, Candler 1.3, Chatham 37.4, Effingham 3.6, Evans 1.5, Jeff Davis 2.1, Liberty 5.8, Long 0.8, McIntosh 1.5, Montgomery 1.[illegible], Pierce 2.1, Tattnall 3.0, Toombs 4.2, Treutlen 1.0, Wayne 3.5; S.C.: Beaufort [illegible]9, Hampton 3.3, Jasper 2.6. Tot. Hslds.: 205,700.

SEATTLE-TACOMA, WASH.— Chelan 1.6, Clallam 1.8, Grays Harbor 2.1, Island 1.5, Jefferson 0.6, King 44.8, Kitsap 5.1, Kittitas (western portion) 0.2, Lewis 1.8, Mason 1.1, Pacific 0.6, Pierce 16.2, San Juan 0.3, Skagit 2.2, Snohomish 11.7, Thurston 4.6, Whatcom 3.6. Tot. Hslds.: 1,215,100.

SHREVEPORT-TEXARKANA, LA.— ARK.: Columbia 2.4, Hempstead 2.1, Howard 1.2, Lafayette 0.9, Little River 1.2, Miller 3.5, Sevier 1.3; LA.: Bienville 1.5, Bossier 7.8, Caddo 25.1, Claiborne 1.6, De Soto 2.4, Natchitoches 3.4, Red River 0.9, Sabine 2.5, Webster 4.1, OKLA.: McCurtain 3.2, TEX.: Bowie 7.3, Camp 1.0, Cass 2.8, Franklin 0.8, Harrison 4.9, Marion 1.1, Morris 1.3, Panola 2.1, Red River 1.6, Rusk 4.1, San Augustine 0.8, Shelby 2.3, Titus 2.1, Upshur 2.9. Tot. Hslds.: 409,400.

SIOUX CITY, IOWA— Buena Vista 4.8, Cherokee 3.7, Clay 4.8, Dickinson 4.0, Ida 2.1, Monona 2.7, O'Brien 3.8, Osceola 1.9, Palo Alto 2.8, Plymouth 5.4, Sac 3.3, Sioux 6.4, Woodbury 22.7, NEB.: Antelope 1.9, Cedar 2.4, Dakota 3.9, Dixon 1.6, Knox 2.4, Madison 7.5, Pierce 1.8, Stanton 1.4, Thurston 1.4, Wayne 2.0, S.D.: Clay 2.9, Union 2.5. Tot. Hslds.: 168,800.

SIOUX FALLS-MITCHELL, S.D.— IOWA: Lyon 2.1, MINN.: Lincoln 1.3, Murray 1.8, Nobles 3.6, Pipestone 1.9, Rock 1.7, NEB.: Boyd 0.6, Cherry 1.2, Keya Paha 0.2, S.D.: Aurora 0.5, Beadle 3.3, Bon Homme 1.4, Brookings 4.0, Brown 6.6, Brule 0.9, Buffalo 0.2, Charles Mix 1.5, Clark 0.9, Codington 3.8, Davison 3.4, Day 1.4, Deuel 0.9, Douglas 0.6, Edmunds 0.8, Faulk 0.5, Grant 1.5, Gregory 1.0, Hamlin 0.9, Hand 0.8, Hanson 0.5, Hughes 2.7, Hutchinson 1.6, Hyde 0.4, Jerauld 0.5, Jones 0.3, Kingsbury 1.2, Lake 1.9, Lincoln 2.3, Lyman 0.6, McCook 1.1, McPherson 0.7, Marshall 0.9, Mellette 0.3, Miner 0.6, Minnehaha 21.7, Moody 1.1, Potter 0.6, Roberts 1.7, Sanborn 0.5, Spink 1.5, Stanley 0.4, Sully 0.3, Todd 0.9, Tripp 1.2, Turner 1.6, Yankton 3.3. Tot. Hslds.: 218,400.

SOUTH BEND-ELKHART, IND.— Elkhart 18.3, Fulton 2.6, Kosciusko 8.1, La Grange 3.0, Marshall 5.2, Pulaski 1.6, St. Joseph 30.7, Starke 2.8, MICH.: Berrien 21.2, Cass 6.3. Tot. Hslds.: 286,230.

SPOKANE, WASH.— IDA.: Benewah 1.0, Bonner 3.2, Boundary 0.8, Clearwater 1.1, Idaho 1.7, Kootenai 7.7, Latah 3.2, Lewis 0.4, Nez Perce 3.9, Shoshone 1.9, MONT.: Lincoln 2.1, ORE.: Wallowa 0.9, WASH.: Adams 1.6, Asotin 2.2, Columbia 0.5, Douglas 2.9, Ferry 0.7, Garfield 0.3, Grant 6.0, Lincoln 1.2, Okanogan 4.0, Pend Oreille 1.0, Spokane 43.6, Stevens 3.5, Whitman 4.7. Tot. Hslds.: 320,900.

SPRINGFIELD, MASS.— Hampden 77.2, Hampshire 22.8. Tot. Hslds.: 213,300.

SPRINGFIELD, MO.— ARK.: Baxter 4.6, Boone 3.9, Carroll 2.6, Fulton 1.5, Izard 1.6, Marion 1.6, Newton 1.0; MO.: Barry 3.4, Benton 1.8, Camden 3.2, Cedar 1.7, Christian 3.2, Dade 1.1, Dallas 1.7, Dent 2.0, Douglas 1.6, Greene 26.1, Hickory 1.0, Howell 4.1, Laclede 3.4, Lawrence 4.0, Oregon 1.4, Ozark 1.2, Polk 2.5, Pulaski 3.8, St. Clair 1.2, Shannon 1.0, Stone 2.5, Taney 3.3, Texas 2.9, Webster 2.[illegible], W[illegible]t 2.2. Tot. Hslds.: 287,100.

SPRINGFIELD-DECATUR-CHAMPAIGN, ILL.— Champaign 18.9, Christian 4.4, Coles 6.0, De Witt 2.2, Douglas 2.3, Effingham 3.7, Ford 1.8, Logan 3.4, Macon 15.5, Menard 1.4, Moultrie 1.7, Piatt 2.0, Sangamon 22.7, Shelby 2.8, Vermilion 11.2. Tot. Hslds.: 325,400.

SYRACUSE, N.Y.— Cayuga 7.7, Cortland 4.5, Madison 6.1, Oneida (western portion) 8.5, Onondaga 46.2, Oswego 11.2, Schuyler 1.7, Seneca 3.2, Tompkins 8.4, Yates 2.3. Tot. Hslds.: 373,500.

TALLAHASSEE-THOMASVILLE, FLA.— Gadsden 8.4, Jefferson 2.4, Lafayette 0.9, Leon 40.3, Madison 3.2, Taylor 4.1, Wakulla 3.0, GA.: Brooks 3.2, Decatur 5.6, Echols 0.5, Grady 4.6, Lowndes 15.7, Thomas 8.2. Tot. Hslds.: 161,200.

TAMPA-ST. PETERSBURG, FLA.— Citrus 3.2, De Soto 0.7, Hardee 0.7, Hernando 2.8, Highlands 2.3, Hillsborough 26.6, Manatee 7.1, Pasco 9.4, Pinellas 34.7, Polk 12.6. Tot. Hslds.: 1,069,800.

TERRE HAUTE, IND.— ILL.: Clark 4.1, Clay 3.8, Crawford 5.0, Cumberland 2.7, Edgar 5.1, Jasper 2.6, Lawrence 4.1, Richland 4.3, IND.: Clay 5.7, Daviess 6.3, Greene 7.3, Knox 9.7, Martin 2.4, Parke 3.6, Sullivan 4.9, Vermillion 4.4, Vigo 24.1. Tot. Hslds.: 165,100.

TOLEDO, OHIO— MICH.: Lenawee 7.7, OHIO: Defiance 3.4, Fulton 3.5, Hancock 6.1, Henry 2.5, Lucas 44.0, Ottawa 3.7, Putnam 2.7, Sandusky 5.8, Seneca 5.4, Williams 3.4, Wood 9.7, Wyandot 2.0. Tot. Hslds.: 401,400.

TOPEKA, KANS.— Clay 2.7, Coffey 2.7, Geary 7.0, Jackson 2.9, Lyon 9.9, Marshall 3.6, Morris 1.8, Nemaha 2.9, Osage 4.2, Pottawatomie 4.0, Riley 13.8, Shawnee 42.8, Wabaunsee 1.7. Tot. Hslds.: 146,100.

TRAVERSE CITY-CADILLAC, MICH.— Antrim 4.1, Benzie 2.8, Charlevoix 5.0, Cheboygan 5.2, Chippewa 6.4, Crawford 2.3, Emmet 5.8, Grand Traverse 13.8, Kalkaska 3.0, Lake 2.3, Leelanau 3.6, Luce 1.4, Mackinac 2.4, Manistee 6.0, Mason 6.6, Missaukee 2.4, Montmorency 2.0, Osceola 4.7, Oscoda 1.8, Otsego 3.6, Presque Isle 3.4, Roscommon 5.0, Wexford 6.4. Tot. Hslds.: 155,200.

TUCSON, ARIZ.— Cochise 11.6, Pima 84.7, Santa Cruz 2.6, N.M.: Catron 0.3, Hidalgo 0.7. Tot. Hslds.: 266,600.

TULSA, OKLA.— KANS.: Chautauqua 0.5, Montgomery 3.6; OKLA.: Adair 1.5, Cherokee 2.6, Craig 1.2, Creek 5.6, Delaware 2.3, Haskell 1.0, Latimer 0.8, McIntosh 1.5, Mayes 2.9, Muskogee 5.8, Nowata 1.0, Okfuskee 1.0, Okmulgee 3.3, Osage 3.5, Pawnee 1.5, Pittsburg 3.5, Rogers 4.2, Tulsa 44.3, Wagoner 3.9, Washington 4.5. Tot. Hslds.: 463,900.

TUSCALOOSA, ALA.— Tuscaloosa 100.0. Tot. Hslds.: 52,200.

TWIN FALLS, IDA.— Gooding 14.7, Jerome 17.9, Lincoln 3.9, Twin Falls 63.5. Tot. Hslds.: 30,700.

TYLER-LONGVIEW, TEX.— Angelina 14.9, Cherokee 9.2, Gregg 25.5, Houston 5.1, Nacogdoches 11.5, Smith 33.8. Tot. Hslds.: 164,100.

UTICA, N.Y.— Herkimer 23.4, Oneida (eastern portion) 56.0, Otsego 20.6. Tot. Hslds.: 105,700.

VICTORIA, TEX.— Victoria 100.0. Tot. Hslds.: 26,500.

WACO-TEMPLE, TEX.— Bell 25.7, Brazos 17.8, Burleson 2.3, Coryell 7.2, Falls 3.2, Lampasas 2.3, Leon 2.2, McLennan 30.3, Madison 1.5, Milam 3.9, Mills 0.8, Robertson 2.7. Tot. Hslds.: 227,400.

WASHINGTON, D.C.— District of Columbia 16.4, MD.: Allegany 1.9, Calvert 0.9, Charles 1.7, Frederick 2.8, Montgomery 15.2, Prince George's 15.3, St. Mary's 1.4, PA.: Franklin 2.8, Fulton 0.3, VA.: Alexandria city 3.5, Arlington 4.7, Clarke 0.2, Culpeper 0.5, Fairfax 15.8, Fairfax city 0.5, Falls Church city 0.3, Fauquier 0.9, Frederick 0.6, Fredericksburg city 0.5, King George 0.2, Loudoun 1.5, Manassas city 0.4, Manassas Park city 0.1, Page 0.5, Prince William 3.3, Rappahannock 0.2, Shenandoah 0.7, Spotsylvania 0.8, Stafford 1.0, Warren 0.6, Westmoreland 0.4, Winchester city 0.5, W.VA.: Berkeley 1.2, Hampshire 0.4, Hardy 0.2, Jefferson 0.8, Mineral 0.7, Morgan 0.3. Tot. Hslds.: 1,551,300.

WATERTOWN-CARTHAGE, N.Y.— Jefferson 41.3, Lewis 10.9, St. Lawrence 47.8. Tot. Hslds.: 79,700.

WAUSAU-RHINELANDER, WISC.— Adams 3.2, Clark 7.5, Forest 2.1, Langlade 4.6, Lincoln 6.7, Marathon 25.3, Oneida 7.8, Portage 12.6, Price 3.9, Taylor 3.9, Vilas 4.5, Wood 17.8. Tot. Hslds.: 162,200.

WEST PALM BEACH-FT. PIERCE-VERO BEACH, FLA.— Indian River 7.4, Martin 8.2, Okeechobee 2.2, Palm Beach 71.8, St. Lucie 10.5. Tot. Hslds.: 434,900.

WHEELING-STEUBENVILLE, W.VA.— OHIO: Belmont 20.1, Guernsey 10.0, Harrison 4.0, Jefferson 20.7, Monroe 3.9, Noble 2.7, W.VA.: Brooke 6.8, Marshall 9.6, Ohio 14.7, Tyler 2.6, Wetzel 5.1. Tot. Hslds.: 157,800.

WICHITA-HUTCHINSON, KANS.— Barber 0.7, Barton 3.0, Butler 4.1, Chase 0.3, Cheyenne 0.4, Clark 0.2, Comanche 0.2, Cowley 3.4, Decatur 0.4, Dickinson 1.9, Edwards 0.4, Elk 0.4, Ellis 2.5, Ellsworth 0.7, Finney 2.3, Ford 2.3, Gove 0.3, Graham 0.4, Grant 0.6, Gray 0.4, Greeley 0.2, Greenwood 0.9, Hamilton 0.2, Harper 0.8, Harvey 2.7, Haskell 0.3, Hodgeman 0.2, Kearny 0.3, Kingman 0.8, Kiowa 0.4, Lane 0.2, Lincoln 0.4, Logan 0.3, McPherson 2.5, Marion 1.2, Meade 0.4, Mitchell 0.8, Morton 0.3, Ness 0.4, Norton 0.6, Osborne 0.5, Ottawa 0.5, Pawnee 0.8, Pratt 1.0, Rawlins 0.4, Reno 6.1, Rice 1.1, Rooks 0.6, Rush 0.4, Russell 0.9, Saline 4.7, Scott 0.5, Sedgwick 35.0, Seward 1.5, Sheridan 0.3, Sherman 0.7, Stafford 0.6, Stanton 0.2, Stevens 0.4, Sumner 2.3, Thomas 0.8, Trego 0.4, Wallace 0.2, Wichita 0.2, NEB.: Hitchcock 0.4, OKLA.: Beaver 0.7. Tot. Hslds.: 422,800.

WICHITA FALLS-LAWTON, TEX.— OKLA.: Comanche 23.4, Cotton 1.8, Jackson 6.8, Jefferson 2.1, Stephens 10.7, Tillman 2.7, TEX.: Archer 1.8, Baylor 1.2, Clay 2.5, Foard 0.6, Hardeman 1.5, Jack 1.8, Knox 1.2, Montague 4.5, Throckmorton 0.6, Wichita 27.8, Wilbarger 3.8, Young 5.2. Tot. Hslds.: 162,300.

WILKES BARRE-SCRANTON, PA.— Carbon 5.0, Clinton 3.3, Columbia 5.4, Lackawanna 19.8, Luzerne 30.6, Lycoming 10.3, Montour 1.4, Northumberland 9.3, Snyder 2.9, Sullivan 0.5, Susquehanna 3.4, Union 2.5, Wayne 3.4, Wyoming 2.3. Tot. Hslds.: 428,100.

WILMINGTON, N.C.— Bladen 8.4, Brunswick 12.6, Columbus 13.9, New Hanover 32.6, Pender 6.5, Robeson 26.0. Tot. Hslds.: 132,900.

YAKIMA, WASH.— ORE.: Morrow 1.7, Umatilla 13.1, WASH.: Benton 22.8, Franklin 7.8, Kittitas (eastern portion) 4.2, Walla Walla 10.5, Yakima 40.0. Tot. Hslds.: 167,700.

YOUNGSTOWN, OHIO— Columbiana 14.8, Mahoning 36.8, Trumbull 31.5, PA.: Mercer 16.9. Tot. Hslds.: 276,700.

ZANESVILLE, OHIO— Muskingum 100.0. Tot. Hslds.: 31,400.

S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1985												
	POPULATION—12/31/85										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	Buying Power Index
1	2				3						4	5	6

1 The *Survey's* **TV Markets** are Arbitron's Areas of Dominant Influence (ADIs). Arbitron, which generates ratings of TV programs, studies each county for its measurable viewing patterns. The hours of viewing accorded each TV station whose signal reaches the county are totalled; then each station's percentage share of total viewing hours is calculated. The market or origin of the TV stations with the largest share of viewing hours becomes the ADI name of that market, and all counties whose largest viewing share is given to stations of that same market of origin are grouped within the ADI. (For its purposes, Arbitron splits certain counties, treating each portion as if it were a separate county). Each county (or portion) is allocated exclusively to a single ADI, thus elminating overlap. All of the U.S. is covered except for Hawaii and Alaska.

2 Population is the number of **persons** living in the ADI on 12/31/85. It includes those living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes tourists and transients. **Households** are units made up of all the people occupying a single housing unit under the rules of the 1980 Census of Population and Housing—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household. Two further refinements of total population are the number of **Black persons** and **Spanish-origin persons** living in the ADI as of 12/31/85.

Caution: Although a county's population total will include all the people in the area, the household total will not do so because it excludes those living in group quarters. Thus if you calculate average Effective Buying Income per household, it must be recognized that this indicator will include the income of people not living in households.

3 Population by Age Groups was added to the *Survey* in recognition of the fact that advertisers evaluate TV markets primarily on the basis of audience characteristics. The age groups shown are those popularly associated with lifestyle phases. Thus the 2 to 11 age group is identified with the children's market; the 12 to 17 age group with the teenage market, the 18 to 24 age group with the young adult market, etc. The population totals represent the number of persons living in the ADI as of 12/31/85. Costs, of course, are also a major consideration in the selection of TV markets. However, these are determined as a result of negotiations and the laws of supply and demand; hence, any tabulation of such is usually outdated as soon as it appears.

4 Effective Buying Income (EBI), a classification developed exclusively by Sales and Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietor's income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military, business, and diplomatic personnel stationed overseas is deducted from this total to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income groups, as reported in the July 28 *Survey of Buying Power*, should be considered.

5 Total Retail Sales are net sales (minus refunds, allowances for returns, and taxes) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted. In line with new Census Bureau policy, Total Retail Sales no longer includes: (1) sales and other taxes collected from customers, and (2) carrying charges or other charges for credit. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas as well as by purchases by nonhousehold units such as businesses and inhabitants of group quarters. They are actually a measure of the drawing power of local retail establishments.

6 Buying Power Index (BPI) is a weighted index that converts three basic elements—population, Effective Buying Income, and retail sales—into a measurement of the market's ability to buy, and expresses it as a percentage of the U.S. potential. It is calculated by giving a weight of 5 to the market's percent of the U.S. Effective Buying Income, 3 to its percent of U.S. retail sales, and 2 to its percent of U.S. population. The total of those weighted percents is then divided by 10 to arrive at the BPI. However, depending upon what your research has revealed about buyers of your product, you can construct your own customized BPI by using any of the factors contained in the tables and assigning to them what you think are relevant weights.

S&MM/ARBITRON TV MARKET (ADI) RANKING

POPULATION

ADI	(Thous.)	Rank
New York, N.Y.	18,447.3	1
Los Angeles, Calif.	12,639.2	2
Chicago, Ill.	8,613.3	3
Philadelphia, Pa.	7,221.5	4
Boston, Mass.	5,519.4	5
San Francisco, Calif.	5,464.0	6
Detroit, Mich.	4,674.1	7
Dallas - Ft. Worth, Tex.	4,221.4	8
Washington, D.C.	4,219.6	9
Houston, Tex.	3,970.9	10
Cleveland, Ohio	3,842.1	11
Atlanta, Ga.	3,314.4	12
Minneapolis - St. Paul, Minn.	3,267.7	13
Pittsburgh, Pa.	3,216.8	14
Seattle - Tacoma, Wash.	3,100.7	15
Miami, Fla.	3,001.3	16
St. Louis, Mo.	2,932.9	17
Tampa - St. Petersburg, Fla.	2,590.3	18
Denver, Colo.	2,587.5	19
Sacramento - Stockton, Calif.	2,485.9	20
Baltimore, Md.	2,457.7	21
Phoenix, Ariz.	2,293.8	22
Indianapolis, Ind.	2,273.9	23
Hartford - New Haven, Conn.	2,259.2	24
San Diego, Calif.	2,140.9	25
Portland, Ore.	2,112.2	26
Cincinnati, Ohio	1,961.7	27
Kansas City, Mo.	1,899.5	28
Milwaukee, Wisc.	1,894.2	29
Nashville, Tenn.	1,866.4	30
Orlando - Daytona Beach - Melbourne, Fla.	1,863.4	31
Salt Lake City, Utah	1,852.6	32
New Orleans, La.	1,811.3	33
Charlotte, N.C.	1,802.0	34
Columbus, Ohio	1,743.1	35
Raleigh - Durham, N.C.	1,725.8	36
Buffalo, N.Y.	1,707.0	37
Memphis, Tenn.	1,679.2	38
Grand Rapids - Kalamazoo - Battle Creek, Mich.	1,648.9	39
Greenville - Spartanburg - Asheville, S.C.-N.C.	1,629.8	40
Oklahoma City, Okla.	1,583.9	41
San Antonio, Tex.	1,578.4	42
Providence - New Bedford, R.I.-Mass.	1,569.5	43
Norfolk - Portsmouth - Newport News - Hampton, Va.	1,546.7	44
Birmingham, Ala.	1,485.3	45
Charleston - Huntington, W.Va.	1,443.3	46
Harrisburg - York - Lancaster - Lebanon, Pa.	1,434.6	47
Louisville, Ky.	1,413.8	48
Dayton, Ohio	1,366.8	49
Greensboro - Winston-Salem - High Point, N.C.	1,341.9	50
Albany - Schenectady - Troy, N.Y.	1,314.3	51
Little Rock, Ark.	1,251.6	52
Flint - Saginaw - Bay City, Mich.	1,240.3	53
Tulsa, Okla.	1,218.4	54
Mobile - Pensacola, Ala.-Fla.	1,210.9	55
Fresno - Visalia, Calif.	1,196.9	56
Richmond, Va.	1,186.6	57
Jacksonville, Fla.	1,143.5	58
Wilkes-Barre - Scranton, Pa.	1,142.9	59
Shreveport - Texarkana, La.-Tex.-Ark.	1,128.2	60
Knoxville, Tenn.	1,113.6	61
Albuquerque, N.M.	1,110.9	62
Wichita - Hutchinson, Kans.	1,106.7	63
Toledo, Ohio	1,102.5	64
Syracuse, N.Y.	1,052.6	65
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	1,035.6	66
Green Bay, Wisc.	999.3	67
Roanoke - Lynchburg, Va.	983.9	68
Des Moines, Iowa	979.1	69
Rochester, N.Y.	959.7	70
Omaha, Neb.	942.8	71
Lexington, Ky.	922.4	72
Cedar Rapids - Waterloo - Dubuque, Iowa	888.2	73
Davenport - Rock Island - Moline, Iowa-Ill.	879.6	74
Spokane, Wash.	857.8	75
Springfield - Decatur - Champaign, Ill.	855.3	76
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	845.6	77
Austin, Tex.	844.2	78
Chattanooga, Tenn.	828.8	79
Portland - Poland Spring, Maine	812.1	80
Jackson, Miss.	807.5	81
Bristol - Kingsport - Johnson City, Tenn.	805.1	82
South Bend - Elkhart, Ind.	792.0	83
Johnstown - Altoona, Pa.	785.9	84
Columbia, S.C.	782.2	85
Springfield, Mo.	775.2	86
Baton Rouge, La.	768.0	87
Tucson, Ariz.	764.3	88
Youngstown, Ohio	757.3	89
Evansville, Ind.	722.0	90
Huntsville - Decatur - Florence, Ala.	715.1	91
Burlington - Plattsburgh, Vt.-N.Y.	695.1	92
El Paso, Tex.	684.7	93
Lincoln - Hastings - Kearney, Neb.	677.7	94
Greenville - New Bern - Washington, N.C.	658.5	95
Waco - Temple, Tex.	650.6	96
McAllen - Brownsville, Tex.	641.8	97
Ft. Wayne, Ind.	627.1	98
Augusta, Ga.	624.6	99
Lansing, Mich.	618.5	100
Charleston, S.C.	612.5	101
Savannah, Ga.	602.6	102
Fargo, N.D.	599.8	103
Montgomery - Selma, Ala.	595.6	104
Peoria, Ill.	586.5	105
Sioux Falls - Mitchell, S.D.	586.5	105
Springfield, Mass.	586.1	107
Salinas - Monterey, Calif.	580.8	108
Colorado Springs - Pueblo, Colo.	577.0	109
Lafayette, La.	574.8	110
Las Vegas, Nev.	566.1	111
Madison, Wisc.	549.6	112
Corpus Christi, Tex.	532.2	113
Monroe - El Dorado, La.-Ark.	520.3	114
Rockford, Ill.	519.2	115
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	519.1	116
Columbus, Ga.	499.3	117
Ft. Myers - Naples, Fla.	495.3	118
Amarillo, Tex.	480.7	119
Beaumont - Port Arthur, Tex.	475.6	120
Duluth - Superior, Minn.-Wisc.	467.0	121
Joplin - Pittsburg, Mo.-Kans.	464.8	122
Macon, Ga.	462.4	123
Yakima, Wash.	461.2	124
Tyler - Longview, Tex.	457.1	125
Tallahassee - Thomasville, Fla.-Ga.	453.8	126
Wichita Falls - Lawton, Tex.-Okla.	450.1	127
Sioux City, Iowa	448.8	128
Wausau - Rhinelander, Wisc.	448.5	129
Columbus - Tupelo, Miss.	444.9	130
Terre Haute, Ind.	437.6	131
Boise, Ida.	436.5	132
Binghamton, N.Y.	435.3	133
La Crosse - Eau Claire, Wisc.	433.6	134
Erie, Pa.	427.7	135
Eugene, Ore.	426.2	136
Columbia - Jefferson City, Mo.	425.6	137
Odessa - Midland, Tex.	424.7	138
Wheeling - Steubenville, W.Va.-Ohio	421.1	139
Traverse City - Cadillac, Mich.	420.3	140
Reno, Nev.	415.9	141
Minot - Bismarck - Dickinson, N.D.	413.5	142
Florence, S.C.	411.1	143
Bluefield - Beckley - Oak Hill, W.Va.	410.2	144
Bakersfield, Calif.	404.4	145
Topeka, Kans.	397.6	146
Lubbock, Tex.	397.4	147
Albany, Ga.	396.2	148
Ft. Smith, Ark.	391.8	149
Chico - Redding, Calif.	389.8	150
Wilmington, N.C.	377.1	151
Rochester - Mason City - Austin, Minn.-Iowa	375.0	152
Quincy - Hannibal, Ill.-Mo.	369.8	153
Bangor, Maine	348.8	154
Medford, Ore.	334.8	155
Idaho Falls - Pocatello, Ida.	323.7	156
Abilene - Sweetwater, Tex.	313.8	157
Utica, N.Y.	295.9	158
Dothan, Ala.	272.5	159
Alexandria, La.	267.6	160
Greenwood - Greenville, Miss.	257.1	161
Laurel - Hattiesburg, Miss.	253.3	162
Sarasota, Fla.	247.6	163
Elmira, N.Y.	241.0	164
Watertown - Carthage, N.Y.	236.5	165
Salisbury, Md.	231.8	166
Billings - Hardin, Mont.	230.4	167
Rapid City, S.D.	230.4	167
Clarksburg - Weston, W.Va.	230.1	169
Lake Charles, La.	220.1	170
Gainesville, Fla.	212.9	171
Panama City, Fla.	205.8	172
Missoula, Mont.	199.2	173
El Centro - Yuma, Calif.-Ariz.	190.2	174
Ardmore - Ada, Okla.	188.9	175
Meridian, Miss.	188.3	176
Jonesboro, Ark.	184.8	177
Grand Junction, Colo.	183.6	178
Biloxi - Gulfport - Pascagoula, Miss.	179.4	179
Great Falls, Mont.	178.3	180
Roswell, N.M.	170.6	181
Alexandria, Minn.	167.1	182
Marquette, Mich.	159.3	183
Casper - Riverton, Wyo.	155.8	184
Palm Springs, Calif.	155.4	185
Tuscaloosa, Ala.	144.2	186
Eureka, Calif.	133.4	187
Lafayette, Ind.	132.6	188
Cheyenne - Scottsbluff, Wyo.	131.7	189
Butte, Mont.	129.9	190
St. Joseph, Mo.	128.1	191
San Angelo, Tex.	127.4	192
Laredo, Tex.	126.7	193
Jackson, Tenn.	123.1	194
Hagerstown, Md.	114.1	195
Lima, Ohio	113.0	196
Bowling Green, Ky.	105.9	197
Charlottesville, Va.	101.7	198
Farmington, N.M.	100.6	199
Harrisonburg, Va.	99.7	200
Parkersburg, W.Va.	93.0	201
Twin Falls, Ida.	89.2	202
Flagstaff, Ariz.	88.1	203
Presque Isle, Maine	87.2	204
Zanesville, Ohio	84.8	205
Ottumwa - Kirksville, Iowa-Mo.	78.5	206
Victoria, Tex.	77.7	207
Bend, Ore.	69.2	208
Mankato, Minn.	65.3	209
North Platte, Neb.	49.8	210
Helena, Mont.	47.5	211
Alpena, Mich.	31.5	212
Glendive, Mont.	14.3	213

S&MM/ARBITRON TV MARKET (ADI) RANKING

HOUSEHOLDS

ADI	(Thous.)	Rank
New York, N.Y.	6,870.4	1
Los Angeles, Calif.	4,573.4	2
Chicago, Ill.	3,090.1	3
Philadelphia, Pa.	2,654.6	4
San Francisco, Calif.	2,116.2	5
Boston, Mass.	2,047.9	6
Detroit, Mich.	1,694.8	7
Dallas - Ft. Worth, Tex.	1,572.1	8
Washington, D.C.	1,551.3	9
Houston, Tex.	1,431.6	10
Cleveland, Ohio	1,428.1	11
Pittsburgh, Pa.	1,223.5	12
Seattle - Tacoma, Wash.	1,215.1	13
Atlanta, Ga.	1,205.6	14
Minneapolis - St. Paul, Minn.	1,199.3	15
Miami, Fla.	1,188.6	16
Tampa - St. Petersburg, Fla.	1,069.8	17
St. Louis, Mo.	1,062.3	18
Denver, Colo.	1,018.7	19
Sacramento - Stockton, Calif.	938.9	20
Baltimore, Md.	888.0	21
Phoenix, Ariz.	882.3	22
Hartford - New Haven, Conn.	827.9	23
Indianapolis, Ind.	826.7	24
Portland, Ore.	810.4	25
San Diego, Calif.	786.5	26
Orlando - Daytona Beach - Melbourne, Fla.	732.0	27
Cincinnati, Ohio	717.4	28
Kansas City, Mo.	708.2	29
Milwaukee, Wisc.	705.1	30
Nashville, Tenn.	682.6	31
Charlotte, N.C.	659.3	32
Columbus, Ohio	652.7	33
New Orleans, La.	647.0	34
Buffalo, N.Y.	619.5	35
Raleigh - Durham, N.C.	617.1	36
Greenville - Spartanburg - Asheville, S.C.-N.C.	607.8	37
Oklahoma City, Okla.	606.2	38
Memphis, Tenn.	591.8	39
Grand Rapids - Kalamazoo - Battle Creek, Mich.	588.8	40
Salt Lake City, Utah	580.1	41
Providence - New Bedford, R.I.-Mass.	571.8	42
Birmingham, Ala.	549.6	43
Harrisburg - York - Lancaster - Lebanon, Pa.	534.2	44
San Antonio, Tex.	526.5	45
Norfolk - Portsmouth - Newport News - Hampton, Va.	523.0	46
Charleston - Huntington, W.Va.	520.8	47
Dayton, Ohio	510.8	48
Louisville, Ky.	506.4	49
Greensboro - Winston-Salem - High Point, N.C.	503.3	50
Albany - Schenectady - Troy, N.Y.	487.1	51
Tulsa, Okla.	463.9	52
Little Rock, Ark.	455.3	53
Flint - Saginaw - Bay City, Mich.	437.9	54
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	434.5	55
Mobile - Pensacola, Ala.-Fla.	431.3	56
Wilkes-Barre - Scranton, Pa.	428.1	57
Wichita - Hutchinson, Kans.	422.6	58
Jacksonville, Fla.	422.0	59
Richmond, Va.	416.7	60
Knoxville, Tenn.	412.6	61
Fresno - Visalia, Calif.	411.4	62
Shreveport - Texarkana, La.-Tex.-Ark.	409.4	63
Toledo, Ohio	401.4	64
Albuquerque, N.M.	394.1	65
Des Moines, Iowa	380.5	66
Syracuse, N.Y.	373.5	67
Green Bay, Wisc.	364.1	68
Omaha, Neb.	354.3	69
Rochester, N.Y.	351.9	70
Roanoke - Lynchburg, Va.	343.2	71
Davenport - Rock Island - Moline, Iowa-Ill.	330.4	72
Lexington, Ky.	329.6	73
Cedar Rapids - Waterloo - Dubuque, Iowa	328.1	74
Springfield - Decatur - Champaign, Ill.	325.4	75
Spokane, Wash.	320.9	76
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	320.3	77
Austin, Tex.	320.0	78
Portland - Poland Spring, Maine	304.3	79
Chattanooga, Tenn.	301.6	80
Tucson, Ariz.	298.6	81
Bristol - Kingsport - Johnson City, Tenn.	288.7	82
Springfield, Mo.	287.1	83
South Bend - Elkhart, Ind.	286.2	84
Johnstown - Altoona, Pa.	284.6	85
Jackson, Miss.	280.9	86
Youngstown, Ohio	278.7	87
Columbia, S.C.	273.2	88
Evansville, Ind.	266.9	89
Huntsville - Decatur - Florence, Ala.	265.0	90
Lincoln - Hastings - Kearney, Neb.	258.4	91
Baton Rouge, La.	257.2	92
Burlington - Plattsburgh, Vt.-N.Y.	248.7	93
Las Vegas, Nev.	228.2	94
Waco - Temple, Tex.	227.6	95
Greenville - New Bern - Washington, N.C.	227.3	96
Ft. Wayne, Ind.	224.0	97
Sioux Falls - Mitchell, S.D.	218.4	98
Peoria, Ill.	216.9	99
Lansing, Mich.	216.5	100
Colorado Springs - Pueblo, Colo.	216.1	101
Augusta, Ga.	215.8	102
Fargo, N.D.	214.6	103
Springfield, Mass.	213.3	104
Madison, Wisc.	213.1	105
Montgomery - Selma, Ala.	210.1	106
El Paso, Tex.	209.6	107
Ft. Myers - Naples, Fla.	208.1	108
Charleston, S.C.	206.7	109
Savannah, Ga.	205.7	110
Salinas - Monterey, Calif.	201.6	111
Lafayette, La.	196.1	112
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	195.1	113
Rockford, Ill.	192.9	114
Monroe - El Dorado, La.-Ark.	182.8	115
McAllen - Brownsville, Tex.	177.0	116
Joplin - Pittsburg, Mo.-Kans.	176.9	117
Amarillo, Tex.	176.5	118
Duluth - Superior, Minn.-Wisc.	175.2	119
Corpus Christi, Tex.	173.9	120
Columbus, Ga.	173.4	121
Beaumont - Port Arthur, Tex.	170.2	122
Sioux City, Iowa	168.8	123
Reno, Nev.	168.2	124
Yakima, Wash.	167.7	125
Terre Haute, Ind.	165.1	126
Tyler - Longview, Tex.	164.1	127
Eugene, Ore.	162.7	128
Wichita Falls - Lawton, Tex.-Okla.	162.5	129
Wausau - Rhinelander, Wisc.	162.2	130
Tallahassee - Thomasville, Fla.-Ga.	161.2	131
Macon, Ga.	159.6	132
Binghamton, N.Y.	157.8	133
Wheeling - Steubenville, W.Va.-Ohio	157.5	134
La Crosse - Eau Claire, Wisc.	156.0	135
Columbus - Tupelo, Miss.	155.7	136
Erie, Pa.	155.3	137
Traverse City - Cadillac, Mich.	155.2	138
Boise, Ida.	155.0	139
Chico - Redding, Calif.	151.7	140
Columbia - Jefferson City, Mo.	150.6	141
Odessa - Midland, Tex.	149.8	142
Bluefield - Beckley - Oak Hill, W.Va.	147.4	143
Topeka, Kans.	146.1	144
Florence, S.C.	144.3	145
Minot - Bismarck - Dickinson, N.D.	144.3	145
Bakersfield, Calif.	144.1	147
Ft. Smith, Ark.	144.1	147
Rochester - Mason City - Austin, Minn.-Iowa	143.1	149
Quincy - Hannibal, Ill.-Mo.	139.2	150
Lubbock, Tex.	137.7	151
Albany, Ga.	134.1	152
Wilmington, N.C.	132.9	153
Medford, Ore.	127.5	154
Bangor, Maine	126.1	155
Abilene - Sweetwater, Tex.	116.2	156
Sarasota, Fla.	113.1	157
Utica, N.Y.	105.7	158
Idaho Falls - Pocatello, Ida.	102.6	159
Dothan, Ala.	97.9	160
Alexandria, La.	89.6	161
Billings - Hardin, Mont.	89.3	162
Laurel - Hattiesburg, Miss.	89.2	163
Elmira, N.Y.	86.7	164
Clarksburg - Weston, W.Va.	85.3	165
Salisbury, Md.	85.3	165
Rapid City, S.D.	83.0	167
Greenwood - Greenville, Miss.	82.8	168
Gainesville, Fla.	80.3	169
Watertown - Carthage, N.Y.	79.7	170
Missoula, Mont.	77.5	171
Panama City, Fla.	77.4	172
Lake Charles, La.	76.4	173
Ardmore - Ada, Okla.	71.2	174
Grand Junction, Colo.	68.8	175
Jonesboro, Ark.	68.6	176
Great Falls, Mont.	68.5	177
Meridian, Miss.	67.2	178
Biloxi - Gulfport - Pascagoula, Miss.	63.4	179
El Centro - Yuma, Calif.-Ariz.	61.6	180
Roswell, N.M.	61.3	181
Alexandria, Minn.	59.8	182
Palm Springs, Calif.	57.7	183
Casper - Riverton, Wyo.	56.6	184
Marquette, Mich.	56.1	185
Eureka, Calif.	52.8	186
Tuscaloosa, Ala.	52.2	187
Cheyenne - Scottsbluff, Wyo.	50.3	188
Butte, Mont.	49.2	189
St. Joseph, Mo.	47.9	190
Lafayette, Ind.	46.2	191
Jackson, Tenn.	46.0	192
San Angelo, Tex.	45.9	193
Lima, Ohio	40.7	194
Hagerstown, Md	40.5	195
Charlottesville, Va	38.7	196
Bowling Green, Ky.	37.9	197
Parkersburg, W.Va.	35.6	198
Laredo, Tex.	33.9	199
Harrisonburg, Va.	33.7	200
Farmington, N.M.	32.5	201
Zanesville, Ohio	31.4	202
Twin Falls, Ida.	30.7	203
Ottumwa - Kirksville, Iowa-Mo.	29.5	204
Presque Isle, Maine	29.5	204
Flagstaff, Ariz.	28.1	206
Victoria, Tex.	26.5	207
Bend, Ore.	25.8	208
Mankato, Minn.	23.7	209
Helena, Mont.	18.9	210
North Platte, Neb.	18.7	211
Alpena, Mich.	11.4	212
Glendive, Mont.	5.5	213

EFFECTIVE BUYING INCOME (EBI)

ADI	($000)	Rank
New York, N.Y.	259,469,381	1
Los Angeles, Calif.	163,728,349	2
Chicago, Ill.	111,725,985	3
Philadelphia, Pa.	88,496,493	4
San Francisco, Calif.	84,004,861	5
Boston, Mass.	76,624,260	6
Washington, D.C.	63,985,260	7
Detroit, Mich.	58,019,120	8
Dallas - Ft. Worth, Tex.	54,578,684	9
Houston, Tex.	51,376,818	10
Cleveland, Ohio	44,574,258	11
Minneapolis - St. Paul, Minn.	41,120,138	12
Atlanta, Ga.	39,022,896	13
Seattle - Tacoma, Wash.	38,978,018	14
Miami, Fla.	37,449,889	15
Pittsburgh, Pa.	35,715,073	16
St. Louis, Mo.	34,675,246	17
Denver, Colo.	33,663,108	18
Hartford - New Haven, Conn.	32,499,054	19
Sacramento - Stockton, Calif.	29,557,180	20
Tampa - St. Petersburg, Fla.	29,126,567	21
San Diego, Calif.	28,842,528	22
Baltimore, Md.	28,830,212	23
Phoenix, Ariz.	25,731,495	24
Indianapolis, Ind.	25,608,691	25
Kansas City, Mo.	23,566,028	26
Portland, Ore.	23,496,270	27
Milwaukee, Wisc.	23,030,046	28
Cincinnati, Ohio	22,103,644	29
Orlando - Daytona Beach - Melbourne, Fla.	20,502,515	30
Columbus, Ohio	19,303,276	31
Grand Rapids - Kalamazoo - Battle Creek, Mich.	18,914,953	32
Charlotte, N.C.	18,830,284	33
Nashville, Tenn.	18,671,282	34
Buffalo, N.Y.	18,541,280	35
New Orleans, La.	18,431,602	36
Providence - New Bedford, R.I.-Mass.	18,313,356	37
Oklahoma City, Okla.	17,938,767	38
Raleigh - Durham, N.C.	17,268,337	39
Salt Lake City, Utah	16,675,857	40
Harrisburg - York - Lancaster - Lebanon, Pa.	16,399,828	41
Norfolk - Portsmouth - Newport News - Hampton, Va.	16,337,712	42
San Antonio, Tex.	15,529,290	43
Dayton, Ohio	15,506,704	44
Albany - Schenectady - Troy, N.Y.	15,443,394	45
Greenville - Spartanburg - Asheville, S.C.-N.C.	15,303,610	46
Memphis, Tenn.	14,809,889	47
Louisville, Ky.	14,588,091	48
Greensboro - Winston-Salem - High Point, N.C.	14,360,231	49
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	14,082,015	50
Birmingham, Ala.	13,908,110	51
Wichita - Hutchinson, Kans.	13,684,809	52
Richmond, Va.	13,163,835	53
Flint - Saginaw - Bay City, Mich.	13,051,543	54
Tulsa, Okla.	12,911,458	55
Charleston - Huntington, W.Va.	12,727,462	56
Rochester, N.Y.	12,523,176	57
Toledo, Ohio	12,391,349	58
Syracuse, N.Y.	12,133,999	59
Fresno - Visalia, Calif.	12,117,312	60
Mobile - Pensacola, Ala.-Fla.	12,032,050	61
Jacksonville, Fla.	11,947,684	62
Little Rock, Ark.	11,711,680	63
Omaha, Neb.	11,264,048	64
Des Moines, Iowa	11,055,653	65
Wilkes-Barre - Scranton, Pa.	10,918,757	66
Shreveport - Texarkana, La.-Tex.-Ark.	10,769,489	67
Albuquerque, N.M.	10,461,345	68
Green Bay, Wisc.	10,444,656	69
Davenport - Rock Island - Moline, Iowa-Ill.	10,216,818	70
Austin, Tex.	10,209,590	71
Knoxville, Tenn.	10,079,748	72
Springfield - Decatur - Champaign, Ill.	9,921,980	73
Roanoke - Lynchburg, Va.	9,723,468	74
Cedar Rapids - Waterloo - Dubuque, Iowa	9,555,477	75
Portland - Poland Spring, Maine	8,617,400	76
Lexington, Ky.	8,480,444	77
South Bend - Elkhart, Ind.	8,435,157	78
Spokane, Wash.	8,267,414	79
Youngstown, Ohio	8,181,816	80
Baton Rouge, La.	7,759,020	81
Tucson, Ariz.	7,653,265	82
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	7,624,119	83
Columbia, S.C.	7,537,881	84
Chattanooga, Tenn.	7,536,200	85
Evansville, Ind.	7,530,234	86
Peoria, Ill.	7,463,250	87
Lincoln - Hastings - Kearney, Neb.	7,338,664	88
Lansing, Mich.	7,296,341	89
Bristol - Kingsport - Johnson City, Tenn.	7,225,425	90
Salinas - Monterey, Calif.	7,199,086	91
Johnstown - Altoona, Pa.	7,182,627	92
Jackson, Miss.	6,974,435	93
Huntsville - Decatur - Florence, Ala.	6,882,628	94
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	6,832,270	95
Burlington - Plattsburgh, Vt.-N.Y.	6,818,715	96
Springfield, Mo.	6,777,884	97
Las Vegas, Nev.	6,706,704	98
Springfield, Mass.	6,637,123	99
Ft. Wayne, Ind.	6,619,456	100
Waco - Temple, Tex.	6,531,190	101
Madison, Wisc.	6,338,433	102
Fargo, N.D.	6,279,360	103
Rockford, Ill.	6,216,997	104
Colorado Springs - Pueblo, Colo.	5,965,750	105
Ft. Myers - Naples, Fla.	5,854,116	106
Sioux Falls - Mitchell, S.D.	5,822,171	107
El Paso, Tex.	5,644,973	108
Augusta, Ga.	5,610,976	109
Savannah, Ga.	5,576,540	110
Greenville - New Bern - Washington, N.C.	5,506,698	111
Lafayette, La.	5,434,307	112
Beaumont - Port Arthur, Tex.	5,365,656	113
Charleston, S.C.	5,288,825	114
Reno, Nev.	5,114,645	115
Odessa - Midland, Tex.	5,094,739	116
Corpus Christi, Tex.	5,086,792	117
Amarillo, Tex.	5,068,938	118
Montgomery - Selma, Ala.	4,944,197	119
Tyler - Longview, Tex.	4,899,288	120
Yakima, Wash.	4,755,947	121
Binghamton, N.Y.	4,729,563	122
Bakersfield, Calif.	4,645,567	123
Topeka, Kans.	4,633,582	124
Duluth - Superior, Minn.-Wisc.	4,601,329	125
Macon, Ga.	4,551,951	126
Wichita Falls - Lawton, Tex.-Okla.	4,509,690	127
Minot - Bismarck - Dickinson, N.D.	4,483,053	128
Erie, Pa.	4,454,936	129
Joplin - Pittsburg, Mo.-Kans.	4,436,465	130
Wausau - Rhinelander, Wisc.	4,420,393	131
Columbia - Jefferson City, Mo.	4,361,628	132
Columbus, Ga.	4,334,941	133
Terre Haute, Ind.	4,314,930	134
La Crosse - Eau Claire, Wisc.	4,312,189	135
Sioux City, Iowa	4,269,743	136
Boise, Ida.	4,228,160	137
Tallahassee - Thomasville, Fla.-Ga.	4,125,654	138
Monroe - El Dorado, La.-Ark.	4,103,726	139
McAllen - Brownsville, Tex.	4,087,106	140
Wheeling - Steubenville, W.Va.-Ohio	4,071,266	141
Eugene, Ore.	4,014,831	142
Rochester - Mason City - Austin, Minn.-Iowa	3,980,793	143
Chico - Redding, Calif.	3,870,456	144
Lubbock, Tex.	3,721,957	145
Traverse City - Cadillac, Mich.	3,694,508	146
Ft. Smith, Ark.	3,550,985	147
Quincy - Hannibal, Ill.-Mo.	3,530,839	148
Florence, S.C.	3,426,469	149
Bluefield - Beckley - Oak Hill, W.Va.	3,320,224	150
Albany, Ga.	3,230,169	151
Columbus - Tupelo, Miss.	3,227,239	152
Sarasota, Fla.	3,222,036	153
Abilene - Sweetwater, Tex.	3,155,128	154
Bangor, Maine	3,151,069	155
Wilmington, N.C.	3,141,800	156
Utica, N.Y.	3,061,160	157
Medford, Ore.	2,973,475	158
Idaho Falls - Pocatello, Ida.	2,894,189	159
Rapid City, S.D.	2,425,969	160
Elmira, N.Y.	2,343,218	161
Billings - Hardin, Mont.	2,326,924	162
Dothan, Ala.	2,304,430	163
Salisbury, Md.	2,221,909	164
Watertown - Carthage, N.Y.	2,183,586	165
Alexandria, La.	2,181,265	166
Lake Charles, La.	2,178,207	167
Gainesville, Fla.	2,110,346	168
Laurel - Hattiesburg, Miss.	2,032,667	169
Missoula, Mont.	1,914,069	170
Grand Junction, Colo.	1,907,083	171
Clarksburg - Weston, W.Va.	1,862,815	172
Palm Springs, Calif.	1,834,329	173
Casper - Riverton, Wyo.	1,797,003	174
Great Falls, Mont.	1,711,172	175
Panama City, Fla.	1,683,130	176
Biloxi - Gulfport - Pascagoula, Miss.	1,681,630	177
Roswell, N.M.	1,661,645	178
Greenwood - Greenville, Miss.	1,576,984	179
Ardmore - Ada, Okla.	1,565,528	180
El Centro - Yuma, Calif.-Ariz.	1,545,970	181
Jonesboro, Ark.	1,529,886	182
Meridian, Miss.	1,518,466	183
Lafayette, Ind.	1,436,929	184
Eureka, Calif.	1,430,404	185
Marquette, Mich.	1,400,905	186
Cheyenne - Scottsbluff, Wyo.	1,369,931	187
San Angelo, Tex.	1,357,057	188
Alexandria, Minn.	1,348,874	189
St. Joseph, Mo.	1,324,513	190
Tuscaloosa, Ala.	1,283,819	191
Charlottesville, Va.	1,261,087	192
Lima, Ohio	1,185,433	193
Butte, Mont.	1,181,166	194
Hagerstown, Md.	1,156,175	195
Jackson, Tenn.	1,117,494	196
Parkersburg, W.Va.	930,670	197
Bowling Green, Ky.	920,889	198
Farmington, N.M.	859,193	199
Harrisonburg, Va.	855,136	200
Victoria, Tex.	852,222	201
Twin Falls, Ida.	810,800	202
Zanesville, Ohio	776,748	203
Laredo, Tex.	755,859	204
Presque Isle, Maine	744,913	205
Flagstaff, Ariz.	742,611	206
Ottumwa - Kirksville, Iowa-Mo.	668,777	207
Bend, Ore.	645,118	208
Mankato, Minn.	643,758	209
North Platte, Neb.	543,007	210
Helena, Mont.	510,788	211
Alpena, Mich.	292,402	212
Glendive, Mont.	137,455	213

TOTAL RETAIL SALES

ADI	($000)	Rank
New York, N.Y.	108,468,699	1
Los Angeles, Calif.	79,476,526	2
Chicago, Ill.	48,395,180	3
Philadelphia, Pa.	43,542,807	4
Boston, Mass.	40,638,453	5
San Francisco, Calif.	39,696,352	6
Washington, D.C.	28,509,284	7
Detroit, Mich.	28,190,402	8
Dallas - Ft. Worth, Tex.	27,464,992	9
Houston, Tex.	25,477,721	10
Cleveland, Ohio	22,494,470	11
Miami, Fla.	22,011,198	12
Minneapolis - St. Paul, Minn.	21,640,715	13
Atlanta, Ga.	21,142,817	14
Seattle - Tacoma, Wash.	18,348,080	15
Denver, Colo.	17,535,370	16
St. Louis, Mo.	17,532,479	17
Pittsburgh, Pa.	16,082,264	18
Tampa - St. Petersburg, Fla.	15,469,480	19
Hartford - New Haven, Conn.	14,868,516	20
Sacramento - Stockton, Calif.	14,648,578	21
Baltimore, Md.	14,550,402	22
Phoenix, Ariz.	13,630,039	23
Indianapolis, Ind.	13,552,423	24
San Diego, Calif.	13,191,301	25
Kansas City, Mo.	12,086,156	26
Orlando - Daytona Beach - Melbourne, Fla.	11,886,793	27
Portland, Ore.	11,760,975	28
Oklahoma City, Okla.	10,836,702	29
Cincinnati, Ohio	10,617,486	30
Charlotte, N.C.	10,134,705	31
New Orleans, La.	10,079,866	32
Milwaukee, Wisc.	10,005,918	33
Columbus, Ohio	9,734,422	34
Providence - New Bedford, R.I.-Mass.	9,614,082	35
Nashville, Tenn.	9,398,313	36
Raleigh - Durham, N.C.	9,267,330	37
Memphis, Tenn.	8,824,672	38
Salt Lake City, Utah	8,815,526	39
Grand Rapids - Kalamazoo - Battle Creek, Mich.	8,712,721	40
Greenville - Spartanburg - Asheville, S.C.-N.C.	8,558,663	41
Norfolk - Portsmouth - Newport News - Hampton, Va.	8,405,878	42
San Antonio, Tex.	8,295,346	43
Harrisburg - York - Lancaster - Lebanon, Pa.	8,095,867	44
Buffalo, N.Y.	8,089,366	45
Albany - Schenectady - Troy, N.Y.	7,714,138	46
Greensboro - Winston-Salem - High Point, N.C.	7,637,759	47
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	7,324,883	48
Dayton, Ohio	7,259,466	49
Louisville, Ky.	7,212,631	50
Flint - Saginaw - Bay City, Mich.	6,893,081	51
Wichita - Hutchinson, Kans.	6,706,270	52
Richmond, Va.	6,657,309	53
Toledo, Ohio	6,649,641	54
Charleston - Huntington, W.Va.	6,577,973	55
Birmingham, Ala.	6,460,240	56
Jacksonville, Fla.	6,301,279	57
Tulsa, Okla.	6,266,362	58
Knoxville, Tenn.	6,253,290	59
Mobile - Pensacola, Ala.-Fla.	6,182,052	60
Little Rock, Ark.	6,081,361	61
Fresno - Visalia, Calif.	6,035,425	62
Albuquerque, N.M.	5,760,011	63
Wilkes-Barre - Scranton, Pa.	5,476,167	64
Rochester, N.Y.	5,437,334	65
Portland - Poland Spring, Maine	5,380,697	66
Omaha, Neb.	5,346,893	67
Des Moines, Iowa	5,316,519	68
Shreveport - Texarkana, La.-Tex.-Ark.	5,260,121	69
Syracuse, N.Y.	5,238,438	70
Austin, Tex.	5,232,424	71
Green Bay, Wisc.	4,798,564	72
Roanoke - Lynchburg, Va.	4,689,523	73
Springfield - Decatur - Champaign, Ill.	4,683,631	74
Lexington, Ky.	4,370,680	75
Davenport - Rock Island - Moline, Iowa-Ill.	4,341,047	76
South Bend - Elkhart, Ind.	4,310,950	77
Burlington - Plattsburgh, Vt.-N.Y.	4,303,915	78
Chattanooga, Tenn.	4,218,669	79
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	4,182,377	80
Cedar Rapids - Waterloo - Dubuque, Iowa	4,161,409	81
Las Vegas, Nev.	4,145,785	82
Spokane, Wash.	4,090,291	83
Evansville, Ind.	4,051,902	84
Baton Rouge, La.	3,952,912	85
Youngstown, Ohio	3,862,096	86
Tucson, Ariz.	3,847,551	87
Jackson, Miss.	3,796,400	88
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	3,785,952	89
Springfield, Mass.	3,785,230	90
Columbia, S.C.	3,755,724	91
Bristol - Kingsport - Johnson City, Tenn.	3,662,737	92
Springfield, Mo.	3,635,929	93
Lincoln - Hastings - Kearney, Neb.	3,635,739	94
Madison, Wisc.	3,526,515	95
Odessa - Midland, Tex.	3,519,726	96
Johnstown - Altoona, Pa.	3,488,357	97
Lansing, Mich.	3,473,608	98
Waco - Temple, Tex.	3,360,708	99
Ft. Myers - Naples, Fla.	3,317,534	100
Fargo, N.D.	3,296,489	101
Colorado Springs - Pueblo, Colo.	3,246,089	102
Huntsville - Decatur - Florence, Ala.	3,245,251	103
Sioux Falls - Mitchell, S.D.	3,211,941	104
Ft. Wayne, Ind.	3,196,870	105
Lafayette, La.	3,182,449	106
Salinas - Monterey, Calif.	3,166,391	107
Reno, Nev.	3,160,408	108
El Paso, Tex.	3,145,641	109
Corpus Christi, Tex.	3,100,219	110
Savannah, Ga.	3,092,536	111
McAllen - Brownsville, Tex.	3,089,552	112
Charleston, S.C.	3,054,702	113
Greenville - New Bern - Washington, N.C.	3,032,418	114
Peoria, Ill.	2,958,744	115
Tyler - Longview, Tex.	2,815,860	116
Amarillo, Tex.	2,797,988	117
Rockford, Ill.	2,771,481	118
Beaumont - Port Arthur, Tex.	2,692,923	119
Augusta, Ga.	2,660,088	120
Montgomery - Selma, Ala.	2,510,467	121
Wichita Falls - Lawton, Tex.-Okla.	2,491,840	122
Minot - Bismarck - Dickinson, N.D.	2,474,656	123
Duluth - Superior, Minn.-Wisc.	2,467,509	124
Florence, S.C.	2,418,116	125
Yakima, Wash.	2,379,409	126
Terre Haute, Ind.	2,351,146	127
Macon, Ga.	2,341,287	128
Rochester - Mason City - Austin, Minn.-Iowa	2,302,493	129
Columbia - Jefferson City, Mo.	2,298,674	130
Erie, Pa.	2,285,703	131
Bakersfield, Calif.	2,275,213	132
La Crosse - Eau Claire, Wisc.	2,252,459	133
Tallahassee - Thomasville, Fla.-Ga.	2,233,193	134
Sioux City, Iowa	2,214,700	135
Joplin - Pittsburg, Mo.-Kans.	2,185,033	136
Monroe - El Dorado, La.-Ark.	2,169,613	137
Lubbock, Tex.	2,169,548	138
Eugene, Ore.	2,166,873	139
Chico - Redding, Calif.	2,163,076	140
Wausau - Rhinelander, Wisc.	2,155,723	141
Columbus, Ga.	2,150,438	142
Topeka, Kans.	2,144,295	143
Traverse City - Cadillac, Mich.	2,126,144	144
Binghamton, N.Y.	2,109,300	145
Boise, Ida.	2,087,778	146
Abilene - Sweetwater, Tex.	2,025,715	147
Bluefield - Beckley - Oak Hill, W.Va.	1,982,276	148
Wheeling - Steubenville, W.Va.-Ohio	1,937,777	149
Albany, Ga.	1,896,116	150
Bangor, Maine	1,888,115	151
Wilmington, N.C.	1,881,625	152
Sarasota, Fla.	1,867,828	153
Columbus - Tupelo, Miss.	1,802,479	154
Medford, Ore.	1,761,654	155
Ft. Smith, Ark.	1,757,535	156
Quincy - Hannibal, Ill.-Mo.	1,706,151	157
Salisbury, Md.	1,599,366	158
Idaho Falls - Pocatello, Ida.	1,547,742	159
Billings - Hardin, Mont.	1,494,253	160
Utica, N.Y.	1,394,409	161
Dothan, Ala.	1,304,093	162
Rapid City, S.D.	1,269,595	163
Roswell, N.M.	1,257,815	164
Grand Junction, Colo.	1,231,655	165
Laurel - Hattiesburg, Miss.	1,224,763	166
Lake Charles, La.	1,204,947	167
Gainesville, Fla.	1,186,707	168
Casper - Riverton, Wyo.	1,078,009	169
Elmira, N.Y.	1,056,991	170
Greenwood - Greenville, Miss.	1,054,531	171
Alexandria, La.	1,025,700	172
Watertown - Carthage, N.Y.	1,019,123	173
El Centro - Yuma, Calif.-Ariz.	1,009,029	174
Panama City, Fla.	1,004,451	175
Laredo, Tex.	992,870	176
Biloxi - Gulfport - Pascagoula, Miss.	970,468	177
Missoula, Mont.	968,839	178
Great Falls, Mont.	966,893	179
Clarksburg - Weston, W.Va.	920,381	180
Palm Springs, Calif.	903,508	181
Cheyenne - Scottsbluff, Wyo.	871,705	182
San Angelo, Tex.	850,981	183
Eureka, Calif.	826,247	184
Ardmore - Ada, Okla.	812,092	185
Alexandria, Minn.	810,665	186
Charlottesville, Va.	799,248	187
Meridian, Miss.	796,617	188
St. Joseph, Mo.	788,892	189
Lafayette, Ind.	786,009	190
Jonesboro, Ark.	760,873	191
Jackson, Tenn.	758,157	192
Lima, Ohio	737,000	193
Tuscaloosa, Ala.	726,272	194
Butte, Mont.	704,420	195
Hagerstown, Md.	688,856	196
Bowling Green, Ky.	614,579	197
Marquette, Mich.	593,095	198
Victoria, Tex.	575,785	199
Parkersburg, W.Va.	571,835	200
Flagstaff, Ariz.	523,487	201
Farmington, N.M.	512,357	202
Harrisonburg, Va.	505,979	203
Twin Falls, Ida.	475,116	204
Mankato, Minn.	460,875	205
Zanesville, Ohio	428,839	206
Presque Isle, Maine	407,278	207
Bend, Ore.	353,106	208
Ottumwa - Kirksville, Iowa-Mo.	344,085	209
North Platte, Neb.	334,838	210
Helena, Mont.	276,372	211
Alpena, Mich.	161,053	212
Glendive, Mont.	115,031	213

BUYING POWER INDEX (BPI)

ADI	BPI	Rank
New York, N.Y.	8.4972	1
Los Angeles, Calif.	5.6818	2
Chicago, Ill.	3.7509	3
Philadelphia, Pa.	3.1154	4
San Francisco, Calif.	2.8074	5
Boston, Mass.	2.7003	6
Washington, D.C.	2.1050	7
Detroit, Mich.	2.0303	8
Dallas - Ft. Worth, Tex.	1.9162	9
Houston, Tex.	1.7948	10
Cleveland, Ohio	1.5985	11
Minneapolis - St. Paul, Minn.	1.4706	12
Atlanta, Ga.	1.4266	13
Miami, Fla.	1.3911	14
Seattle - Tacoma, Wash.	1.3478	15
Pittsburgh, Pa.	1.2508	16
St. Louis, Mo.	1.2399	17
Denver, Colo.	1.1930	18
Hartford - New Haven, Conn.	1.0876	19
Tampa - St. Petersburg, Fla.	1.0680	20
Sacramento - Stockton, Calif.	1.0497	21
Baltimore, Md.	1.0321	22
San Diego, Calif.	.9764	23
Phoenix, Ariz.	.9429	24
Indianapolis, Ind.	.9371	25
Portland, Ore.	.8475	26
Kansas City, Mo.	.8383	27
Cincinnati, Ohio	.7866	28
Milwaukee, Wisc.	.7836	29
Orlando - Daytona Beach - Melbourne, Fla.	.7764	30
Charlotte, N.C.	.7042	31
Columbus, Ohio	.6983	32
New Orleans, La.	.6967	33
Nashville, Tenn.	.6911	34
Oklahoma City, Okla.	.6851	35
Providence - New Bedford, R.I.-Mass.	.6641	36
Grand Rapids - Kalamazoo - Battle Creek, Mich.	.6627	37
Raleigh - Durham, N.C.	.6507	38
Buffalo, N.Y.	.6468	39
Salt Lake City, Utah	.6411	40
Norfolk - Portsmouth - Newport News - Hampton, Va.	.6010	41
Memphis, Tenn.	.5938	42
Greenville - Spartanburg - Asheville, S.C.-N.C.	.5923	43
San Antonio, Tex.	.5868	44
Harrisburg - York - Lancaster - Lebanon, Pa.	.5862	45
Albany - Schenectady - Troy, N.Y.	.5503	46
Dayton, Ohio	.5465	47
Louisville, Ky.	.5329	48
Greensboro - Winston-Salem - High Point, N.C.	.5319	49
Birmingham, Ala.	.5108	50
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	.4952	51
Charleston - Huntington, W.Va.	.4886	52
Flint - Saginaw - Bay City, Mich.	.4839	53
Wichita - Hutchinson, Kans.	.4810	54
Richmond, Va.	.4771	55
Tulsa, Okla.	.4662	56
Toledo, Ohio	.4557	57
Mobile - Pensacola, Ala.-Fla.	.4479	58
Fresno - Visalia, Calif.	.4454	59
Jacksonville, Fla.	.4439	60
Little Rock, Ark.	.4432	61
Rochester, N.Y.	.4204	62
Syraruse, N.Y.	.4168	63
Wilkes-Barre - Scranton, Pa.	.4071	64
Knoxville, Tenn.	.4069	65
Albuquerque, N.M.	.4035	66
Shreveport - Texarkana, La.-Tex.-Ark.	.3988	67
Omaha, Neb.	.3950	68
Des Moines, Iowa	.3930	69
Green Bay, Wisc.	.3729	70
Austin, Tex.	.3644	71
Roanoke - Lynchburg, Va.	.3561	72
Springfield - Decatur - Champaign, Ill.	.3488	73
Davenport - Rock Island - Moline, Iowa-Ill.	.3487	74
Portland - Poland Spring, Maine	.3371	75
Cedar Rapids - Waterloo - Dubuque, Iowa	.3338	76
Lexington, Ky.	.3221	77
South Bend - Elkhart, Ind.	.3091	78
Spokane, Wash.	.3071	79
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	.2961	80
Chattanooga, Tenn.	.2940	81
Youngstown, Ohio	.2923	82
Baton Rouge, La.	.2875	83
Tucson, Ariz.	.2828	84
Evansville, Ind.	.2813	85
Columbia, S.C.	.2802	86
Bristol - Kingsport - Johnson City, Tenn.	.2745	87
Jackson, Miss.	.2729	88
Burlington - Plattsburgh, Vt.-N.Y.	.2720	89
Johnstown - Altoona, Pa.	.2688	90
Lincoln - Hastings - Kearney, Neb.	.2650	91
Springfield, Mo.	.2641	92
Lansing, Mich.	.2563	93
Las Vegas, Nev.	.2559	94
Huntsville - Decatur - Florence, Ala.	.2517	95
Springfield, Mass.	.2486	96
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	.2464	97
Peoria, Ill.	.2455	98
Salinas - Monterey, Calif.	.2450	99
Waco - Temple, Tex.	.2429	100
Ft. Wayne, Ind.	.2388	101
Madison, Wisc.	.2347	102
Fargo, N.D.	.2328	103
El Paso, Tex.	.2251	104
Colorado Springs - Pueblo, Colo.	.2243	105
Sioux Falls - Mitchell, S.D.	.2215	106
Greenville - New Bern - Washington, N.C.	.2183	107
Ft. Myers - Naples, Fla.	.2170	108
Savannah, Ga.	.2161	109
Rockford, Ill.	.2137	110
Lafayette, La.	.2133	111
Charleston, S.C.	.2110	112
Augusta, Ga.	.2094	113
Odessa - Midland, Tex.	.2023	114
Corpus Christi, Tex.	.2020	115
Reno, Nev.	.1939	116
Beaumont - Port Arthur, Tex.	.1930	117
McAllen - Brownsville, Tex.	.1929	118
Montgomery - Selma, Ala.	.1921	119
Amarillo, Tex.	.1904	120
Tyler - Longview, Tex.	.1859	121
Yakima, Wash.	.1746	122
Duluth - Superior, Minn.-Wisc.	.1739	123
Wichita Falls - Lawton, Tex.-Okla.	.1717	124
Macon, Ga.	.1697	125
Minot - Bismarck - Dickinson, N.D.	.1670	126
Binghamton, N.Y.	.1658	127
Bakersfield, Calif.	.1654	128
Columbus, Ga.	.1649	129
Joplin - Pittsburg, Mo.-Kans.	.1646	130
Terre Haute, Ind.	.1644	131
Erie, Pa.	.1642	132
Wausau - Rhinelander, Wisc.	.1629	133
Monroe - El Dorado, La.-Ark.	.1624	134
Columbia - Jefferson City, Mo.	.1622	135
Topeka, Kans.	.1614	136
La Crosse - Eau Claire, Wisc.	.1612	137
Sioux City, Iowa	.1610	138
Tallahassee - Thomasville, Fla.-Ga.	.1591	139
Boise, Ida.	.1566	140
Eugene, Ore.	.1537	141
Rochester - Mason City - Austin, Minn.-Iowa	.1518	142
Wheeling - Steubenville, W.Va.-Ohio	.1489	143
Chico - Redding, Calif.	.1479	144
Florence, S.C.	.1473	145
Traverse City - Cadillac, Mich.	.1466	146
Lubbock, Tex.	.1465	147
Bluefield - Beckley - Oak Hill, W.Va.	.1360	148
Ft. Smith, Ark.	.1341	149
Columbus - Tupelo, Miss.	.1329	150
Albany, Ga.	.1318	151
Quincy - Hannibal, Ill.-Mo.	.1302	152
Wilmington, N.C.	.1279	153
Abilene - Sweetwater, Tex.	.1259	154
Bangor, Maine	.1258	155
Medford, Ore.	.1186	156
Sarasota, Fla.	.1182	157
Idaho Falls - Pocatello, Ida.	.1117	158
Utica, N.Y.	.1092	159
Salisbury, Md.	.0934	160
Billings - Hardin, Mont.	.0930	161
Dothan, Ala.	.0919	162
Rapid City, S.D.	.0903	163
Elmira, N.Y.	.0846	164
Laurel - Hattiesburg, Miss.	.0838	165
Lake Charles, La.	.0832	166
Alexandria, La.	.0831	167
Gainesville, Fla.	.0810	168
Watertown - Carthage, N.Y.	.0805	169
Grand Junction, Colo.	.0755	170
Clarksburg - Weston, W.Va.	.0724	171
Greenwood - Greenville, Miss.	.0722	172
Missoula, Mont.	.0713	173
Roswell, N.M.	.0708	174
Panama City, Fla.	.0685	175
Casper - Riverton, Wyo.	.0682	176
Great Falls, Mont.	.0662	177
Biloxi - Gulfport - Pascagoula, Miss.	.0658	178
Palm Springs, Calif.	.0651	179
El Centro - Yuma, Calif.-Ariz.	.0648	180
Ardmore - Ada, Okla.	.0610	181
Meridian, Miss.	.0602	182
Jonesboro, Ark.	.0592	183
Alexandria, Minn.	.0555	184
Eureka, Calif.	.0543	185
Cheyenne - Scottsbluff, Wyo.	.0541	186
Lafayette, Ind.	.0536	187
San Angelo, Tex.	.0530	188
St. Joseph, Mo.	.0515	189
Marquette, Mich.	.0509	190
Tuscaloosa, Ala.	.0505	191
Charlottesville, Va.	.0480	192
Butte, Mont.	.0471	193
Jackson, Tenn.	.0465	194
Lima, Ohio	.0464	195
Laredo, Tex.	.0452	196
Hagerstown, Md.	.0448	197
Bowling Green, Ky.	.0383	198
Parkersburg, W.Va.	.0367	199
Farmington, N.M.	.0346	200
Harrisonburg, Va.	.0344	201
Victoria, Tex.	.0341	202
Twin Falls, Ida.	.0323	203
Flagstaff, Ariz.	.0320	204
Zanesville, Ohio	.0302	205
Presque Isle, Maine	.0293	206
Mankato, Minn.	.0268	207
Ottumwa - Kirksville, Iowa-Mo.	.0259	208
Bend, Ore.	.0249	209
North Platte, Neb.	.0212	210
Helena, Mont.	.0189	211
Alpena, Mich.	.0113	212
Glendive, Mont.	.0062	213

S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1985												
	POPULATION—12/31/85										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total Households (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	Buying Power Index
ALABAMA													
BIRMINGHAM	1,485.3	549.6	360.2	10.2	217.3	131.5	169.0	250.6	272.8	397.1	13,908,110	6,460,240	.5108
DOTHAN	272.5	97.9	64.7	3.2	43.2	25.4	30.0	44.6	50.6	69.5	2,304,430	1,304,093	.0919
HUNTSVILLE-DECATUR-FLORENCE	715.1	265.0	92.8	5.3	104.6	68.8	81.3	116.6	146.7	175.7	6,882,628	3,245,251	.2517
MOBILE-PENSACOLA	1,210.9	431.3	287.2	16.9	192.3	116.9	148.8	205.4	231.6	274.1	12,032,050	6,182,052	.4479
MONTGOMERY-SELMA	595.6	210.1	250.4	6.3	94.7	57.7	69.8	91.9	104.5	157.1	4,944,197	2,510,467	.1921
TUSCALOOSA	144.2	52.2	41.3	1.2	20.7	11.7	24.6	24.8	24.8	33.2	1,283,819	726,272	.0505
ARIZONA													
FLAGSTAFF	88.1	28.1	1.3	9.5	15.5	8.2	16.8	17.2	14.4	12.2	742,611	523,487	.0320
PHOENIX	2,293.8	882.3	64.1	342.8	336.4	199.4	265.9	395.9	417.9	600.9	25,731,495	13,630,039	.9429
TUCSON	764.3	298.6	21.3	198.0	108.1	64.7	96.7	137.5	135.5	197.3	7,653,265	3,847,551	.2828
ARKANSAS													
FT. SMITH	391.8	144.1	9.6	3.3	56.8	35.2	46.2	62.6	72.6	106.2	3,550,985	1,757,535	.1341
JONESBORO	184.8	68.6	3.5	1.2	25.7	16.2	20.4	27.2	33.7	56.3	1,529,886	760,873	.0592
LITTLE ROCK	1,251.6	455.3	236.4	9.5	185.8	111.0	138.1	202.5	226.6	347.2	11,711,680	6,081,361	.4432
CALIFORNIA													
BAKERSFIELD	404.4	144.1	20.6	97.8	64.7	36.2	47.5	71.1	73.6	95.4	4,645,567	2,275,213	.1654
CHICO-REDDING	389.8	151.7	2.7	20.9	50.9	31.9	45.2	66.0	70.0	114.1	3,870,456	2,163,076	.1479
EL CENTRO-YUMA	190.2	61.6	4.9	94.4	32.9	19.1	23.3	29.8	32.6	45.1	1,545,970	1,009,029	.0648
EUREKA	133.4	52.8	.6	5.6	17.6	9.9	18.2	27.2	23.5	32.7	1,430,404	826,247	.0543
FRESNO-VISALIA	1,196.9	411.4	45.7	379.0	190.9	110.8	145.5	210.2	214.1	279.3	12,117,312	6,035,425	.4454
LOS ANGELES	12,639.2	4,573.4	1,148.5	3,380.7	1,763.3	1,064.5	1,541.1	2,378.6	2,471.3	3,016.3	163,728,349	79,476,526	5.6818
PALM SPRINGS	155.4	57.7	7.1	32.6	21.9	12.8	16.0	25.6	26.7	47.3	1,834,329	903,508	.0651
SACRAMENTO-STOCKTON	2,485.9	938.9	123.1	322.0	344.8	212.2	294.9	461.8	472.9	618.7	29,557,180	14,648,578	1.0497
SALINAS-MONTEREY	580.8	201.6	22.0	147.9	79.6	45.2	79.5	118.7	100.3	137.6	7,199,086	3,166,391	.2450
SAN DIEGO	2,140.9	786.5	119.4	354.4	276.4	166.3	321.0	417.4	383.6	510.8	28,842,528	13,191,301	.9764
SAN FRANCISCO	5,464.0	2,116.2	469.5	743.3	660.6	435.6	624.1	1,102.0	1,129.1	1,363.6	84,004,861	39,696,352	2.8074
SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO	519.1	195.1	11.1	88.7	59.0	39.0	81.0	97.9	91.0	137.4	6,832,270	3,785,952	.2464
COLORADO													
COLORADO SPRINGS-PUEBLO	577.0	216.1	25.9	93.7	84.4	51.4	79.6	105.2	107.7	129.3	5,965,750	3,246,089	.2243
DENVER	2,587.5	1,018.7	89.2	248.2	365.5	215.5	339.5	565.5	509.5	507.8	33,663,108	17,535,370	1.1930
GRAND JUNCTION	183.6	68.8	.4	15.2	26.6	15.3	21.8	34.6	33.9	45.1	1,907,083	1,231,655	.0755
CONNECTICUT													
HARTFORD-NEW HAVEN	2,259.2	827.9	164.9	82.0	282.7	202.0	261.9	391.7	431.3	632.0	32,499,054	14,868,516	1.0876
DISTRICT OF COLUMBIA													
WASHINGTON	4,219.6	1,551.3	965.0	108.4	565.4	384.1	484.6	836.3	919.6	912.6	63,985,260	28,509,284	2.1050
FLORIDA													
FT. MYERS-NAPLES	495.3	208.1	37.3	26.4	53.0	34.9	39.7	63.5	77.2	215.7	5,854,116	3,317,534	.2170
GAINESVILLE	212.9	80.3	41.3	6.5	26.3	16.1	45.4	42.6	34.1	42.3	2,110,346	1,186,707	.0810
JACKSONVILLE	1,143.5	422.0	264.0	19.7	170.4	104.7	133.0	200.8	216.1	281.8	11,947,684	6,301,279	.4439
MIAMI	3,001.3	1,188.6	477.6	798.4	330.5	223.1	291.7	469.6	564.8	1,053.0	37,449,889	22,011,198	1.3911
ORLANDO-DAYTONA BEACH-MELBOURNE	1,863.4	732.0	245.6	53.8	228.7	157.6	207.1	282.6	342.0	598.4	20,502,515	11,886,793	.7764
PANAMA CITY	205.8	77.4	26.0	2.7	30.1	19.1	22.2	31.5	39.9	56.7	1,683,130	1,004,451	.0685
SARASOTA	247.6	113.1	14.0	4.0	20.2	14.9	17.8	29.0	35.6	126.1	3,222,036	1,867,828	.1182
TALLAHASSEE-THOMASVILLE	453.8	161.2	156.2	6.3	69.9	40.9	67.0	81.2	78.4	101.5	4,125,654	2,233,193	.1591
TAMPA-ST. PETERSBURG	2,590.3	1,069.8	280.1	125.1	289.8	192.9	241.1	366.6	425.9	1,014.6	29,126.567	15,469,480	1.0680

	S&MM ESTIMATES 1985												
	POPULATION—12/31/85										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total Households (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	Buying Power Index
WEST PALM BEACH-FT. PIERCE-VERO BEACH	1,035.6	434.5	155.3	48.4	112.8	73.2	91.5	147.5	167.5	418.8	14,082,015	7,324,883	.4952
GEORGIA													
ALBANY	396.2	134.1	142.6	4.2	67.3	40.0	44.5	64.8	69.7	95.3	3,230,169	1,896,116	.1318
ATLANTA	3,314.4	1,205.6	734.2	35.2	495.7	301.1	382.5	644.7	685.2	703.4	39,022,896	21,142,817	1.4266
AUGUSTA	624.6	215.8	242.0	9.0	98.3	60.8	75.2	106.9	112.6	149.1	5,610,976	2,660,088	.2094
COLUMBUS	499.3	173.4	190.8	8.5	74.1	46.9	76.5	83.2	84.7	117.7	4,334,941	2,150,438	.1649
MACON	462.4	159.6	166.7	4.6	71.0	45.1	54.4	77.1	87.5	111.9	4,551,951	2,341,287	.1697
SAVANNAH	602.6	205.7	207.1	9.2	94.1	55.7	88.7	103.2	101.2	137.5	5,576,540	3,092,536	.2161
IDAHO													
BOISE	436.5	155.0	1.9	23.6	70.3	38.1	49.8	80.4	80.5	100.5	4,228,160	2,087,778	.1566
IDAHO FALLS-POCATELLO	323.7	102.6	.7	15.3	64.2	29.8	40.0	54.4	54.4	63.6	2,894,189	1,547,742	.1117
TWIN FALLS	89.2	30.7	.1	4.4	14.8	7.6	8.9	14.0	15.6	24.5	810,800	475,116	.0323
ILLINOIS													
CHICAGO	8,613.3	3,090.1	1,680.9	727.6	1,244.2	780.2	1,000.1	1,533.3	1,651.1	2,127.4	111,725,985	48,395,180	3.7509
PEORIA	586.5	216.9	28.8	5.6	85.0	49.6	78.5	101.0	105.1	148.0	7,463,250	2,958,744	.2455
QUINCY-HANNIBAL	369.8	139.2	8.1	2.6	49.4	31.1	44.0	54.7	62.6	116.7	3,530,839	1,706,151	.1302
ROCKFORD	519.2	192.9	30.7	10.3	77.6	49.1	57.0	88.4	99.3	131.1	6,216,997	2,771,481	.2137
SPRINGFIELD-DECATUR-CHAMPAIGN	855.3	325.4	52.2	7.8	116.3	69.6	122.8	146.5	149.5	223.9	9,921,980	4,683,631	.3488
INDIANA													
EVANSVILLE	722.0	266.9	31.3	3.6	103.8	64.6	80.1	117.7	130.9	201.8	7,530,234	4,051,902	.2813
FT. WAYNE	627.1	224.0	29.5	8.6	98.3	58.0	70.6	108.1	114.0	156.0	6,619,456	3,196,870	.2388
INDIANAPOLIS	2,273.9	826.7	205.7	17.8	334.7	208.3	277.0	394.4	434.3	554.3	25,608,691	13,552,423	.9371
LAFAYETTE	132.6	46.2	2.1	1.5	16.2	9.5	32.6	23.1	20.5	27.1	1,436,929	786,009	.0536
SOUTH BEND-ELKHART	792.0	286.2	60.8	10.7	120.7	72.1	89.3	133.0	143.5	207.0	8,435,157	4,310,950	.3091
TERRE HAUTE	437.6	165.1	7.5	2.1	59.1	36.8	50.5	66.3	75.2	136.6	4,314,930	2,351,146	.1644

The New Haven Market:
$4 Billion over
in annual retail sales.

The New Haven Market includes over 500,000 adults and 232,000+ households with a per household Effective Buying Income of $37,547...$7,905 higher than the national average!*

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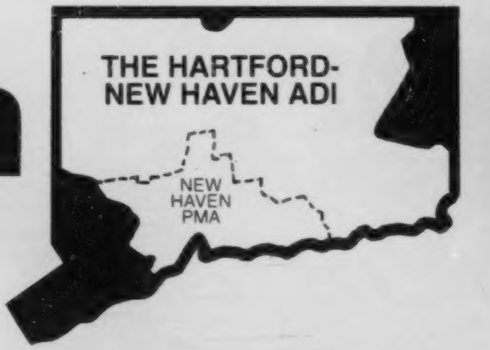
For more information, call Assistant Advertising Director Henry Misiak, at (203)562-1121, ext. 324, or Sawyer-Ferguson-Walker Company.

*SOURCES: S&MM, Survey of Buying Power; 1985 Control Data Corp., 1984 Household Estimates; ANM, 1985-86



New Haven Register
Journal-Courier
40 SARGENT DRIVE, NEW HAVEN, CT 06511

S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1985													
	POPULATION—12/31/85										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total Households (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**Buying Power Index**
IOWA													
CEDAR RAPIDS-WATERLOO-DUBUQUE	888.2	328.1	13.6	5.2	126.6	81.7	120.1	149.7	151.5	229.2	9,555,477	4,161,409	.3338
DAVENPORT-ROCK ISLAND-MOLINE	879.6	330.4	24.0	25.7	129.3	80.5	96.3	146.3	160.0	238.0	10,216,818	4,341,047	.3487
DES MOINES	979.1	380.5	17.9	8.8	132.9	81.8	121.9	162.2	171.5	278.1	11,055,653	5,316,519	.3930
OTTUMWA-KIRKSVILLE	78.5	29.5	.4	.4	9.9	5.9	11.3	12.3	12.5	24.4	668,777	344,085	.0259
SIOUX CITY	448.8	168.8	1.4	2.9	65.1	38.6	53.1	67.9	72.4	135.8	4,269,743	2,214,700	.1610
KANSAS													
TOPEKA	397.6	146.1	26.6	13.8	53.5	30.3	65.4	69.6	64.7	100.2	4,633,582	2,144,295	.1614
WICHITA-HUTCHINSON	1,106.7	422.6	41.7	35.6	155.2	91.2	129.2	183.8	194.0	315.5	13,684,809	6,706,270	.4810
KENTUCKY													
BOWLING GREEN	105.9	37.9	7.6	.8	14.4	8.7	17.0	17.6	19.0	25.9	920,889	614,579	.0383
LEXINGTON	922.4	329.6	54.7	7.1	137.9	83.2	119.9	162.0	169.2	220.7	8,480,444	4,370,680	.3221
LOUISVILLE	1,413.8	506.4	147.0	11.3	210.1	129.4	168.3	249.3	263.6	347.2	14,588,091	7,212,631	.5329
PADUCAH-CAPE GIRARDEAU-HARRISBURG-MARION	845.6	320.3	52.4	5.5	112.1	69.6	102.1	128.4	148.5	260.7	7,624,119	4,182,377	.2961
LOUISIANA													
ALEXANDRIA	267.6	89.6	67.9	5.1	42.6	25.4	38.0	42.9	46.4	61.8	2,181,265	1,025,700	.0831
BATON ROUGE	768.0	257.2	253.5	13.6	125.4	75.1	108.0	143.5	136.0	150.8	7,759,020	3,952,912	.2875
LAFAYETTE	574.8	196.1	147.0	11.4	95.6	60.4	73.7	93.7	101.1	127.6	5,434,307	3,182,449	.2133
LAKE CHARLES	220.1	76.4	47.2	2.9	35.5	21.3	27.4	37.5	40.9	49.2	2,178,207	1,204,947	.0832
MONROE-EL DORADO	520.3	182.8	174.4	4.7	83.3	49.4	64.0	76.1	87.7	140.6	4,103,726	2,169,613	.1624
NEW ORLEANS	1,811.3	647.0	544.5	60.1	286.4	175.7	222.7	329.9	328.2	402.2	18,431,602	10,079,866	.6967
SHREVEPORT-TEXARKANA	1,128.2	409.4	333.3	18.2	174.0	102.9	118.1	173.2	198.7	322.5	10,769,489	5,260,121	.3988
MAINE													
BANGOR	348.8	126.1	.4	1.1	49.1	31.8	40.8	58.2	63.2	95.3	3,151,069	1,888,115	.1258
PORTLAND-POLAND SPRING	812.1	304.3	2.0	3.7	112.6	74.2	87.0	138.7	148.1	228.0	8,617,400	5,380,697	.3371
PRESQUE ISLE	87.2	29.5	.8	.5	13.5	9.0	10.8	14.5	15.6	20.9	744,913	407,278	.0293
MARYLAND													
BALTIMORE	2,457.7	888.0	595.5	24.0	318.3	227.5	287.7	443.5	488.0	626.1	28,830,212	14,550,402	1.0321
HAGERSTOWN	114.1	40.5	4.9	.7	14.1	10.1	13.8	19.4	21.9	31.9	1,156,175	688,856	.0448
SALISBURY	231.8	85.3	52.9	1.8	29.8	20.8	25.3	36.9	42.5	69.9	2,221,909	1,599,366	.0934

THE INDIANAPOLIS STAR
THE INDIANAPOLIS NEWS

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Source: Belden Continuing Market Study

THE INDIANAPOLIS STAR THE INDIANAPOLIS NEWS

Member: Million Market Newspapers/Times Mirror National Marketing

S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1985													
	POPULATION—12/31/85										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**Buying Power Index**
MASSACHUSETTS													
BOSTON	5,519.4	2,047.9	213.6	116.8	692.1	494.5	667.7	982.2	1,021.7	1,520.6	76,624,260	40,638,453	2.7003
SPRINGFIELD	586.1	213.3	34.3	25.6	72.6	51.4	83.8	96.9	99.8	166.6	6,637,123	3,785,230	.2486
MICHIGAN													
ALPENA	31.5	11.4	.0	.1	4.6	3.4	3.5	4.7	6.0	8.3	292,402	161,053	.0113
DETROIT	4,674.1	1,694.8	920.9	82.6	688.1	440.3	551.9	837.7	878.7	1,135.9	58,019,120	28,190,402	2.0303
FLINT-SAGINAW-BAY CITY	1,240.3	437.9	124.8	31.1	195.0	125.3	152.4	207.0	231.4	287.3	13,051,543	6,893,081	.4839
GRAND RAPIDS-KALAMAZOO-BATTLE CREEK	1,648.9	588.8	101.2	33.6	248.2	153.0	211.7	284.8	297.4	397.8	18,914,953	8,712,721	.6627
LANSING	618.5	216.5	36.9	16.9	90.1	55.0	96.3	117.9	111.5	127.9	7,296,341	3,473,608	.2563
MARQUETTE	159.3	56.1	1.6	.8	21.4	13.2	24.7	26.1	25.2	43.4	1,400,905	593,095	.0509
TRAVERSE CITY-CADILLAC	420.3	155.2	2.6	2.5	60.0	40.2	42.1	66.3	74.7	123.6	3,694,508	2,126,144	.1466
MINNESOTA													
ALEXANDRIA	167.1	59.8	.1	.6	24.1	15.9	17.8	23.3	27.9	52.3	1,348,874	810,665	.0555
DULUTH-SUPERIOR	467.0	175.2	1.4	1.5	64.8	41.6	51.3	74.7	78.8	141.0	4,601,329	2,467,509	.1739
MANKATO	65.3	23.7	.2	.4	8.3	5.2	12.1	10.9	9.8	16.8	643,758	460,875	.0268
MINNEAPOLIS-ST. PAUL	3,267.7	1,199.3	55.5	27.6	467.2	299.6	405.2	602.3	602.6	782.2	41,120,138	21,640,715	1.4706
ROCHESTER-MASON CITY-AUSTIN	375.0	143.1	.8	3.5	52.5	34.0	39.5	59.0	66.8	110.9	3,980,793	2,302,493	.1518
MISSISSIPPI													
BILOXI-GULFPORT-PASCAGOULA	179.4	63.4	37.4	3.4	27.9	16.5	26.8	30.5	32.1	39.1	1,681,630	970,468	.0658
COLUMBUS-TUPELO	444.9	155.7	131.6	3.6	70.3	42.0	54.5	68.4	78.2	116.3	3,227,239	1,802,479	.1329
GREENWOOD-GREENVILLE	257.1	82.8	153.0	3.5	47.8	27.8	30.8	37.0	38.1	64.7	1,576,984	1,054,531	.0722
JACKSON	807.5	280.9	360.8	7.3	133.3	78.1	95.9	132.4	138.0	200.1	6,974,435	3,796,400	.2729
LAUREL-HATTIESBURG	253.3	89.2	72.7	2.4	40.2	23.6	32.6	39.6	43.6	64.7	2,032,667	1,224,763	.0838
MERIDIAN	188.3	67.2	69.4	1.7	30.7	17.3	21.2	28.3	31.2	52.9	1,518,466	796,617	.0602
MISSOURI													
COLUMBIA-JEFFERSON CITY	425.6	150.6	21.5	3.3	55.6	34.6	65.6	72.4	72.4	112.2	4,361,628	2,298,674	.1622
JOPLIN-PITTSBURG	464.8	176.9	4.1	4.0	63.2	38.8	48.4	67.6	81.2	151.7	4,436,465	2,185,033	.1646
KANSAS CITY	1,899.5	708.2	200.3	40.5	266.3	161.8	222.3	333.6	361.1	494.0	23,566,028	12,086,156	.8383
ST. JOSEPH	128.1	47.9	2.8	1.8	16.7	10.5	15.7	18.7	21.0	41.5	1,324,513	788,892	.0515
ST. LOUIS	2,932.9	1,062.3	429.4	26.9	417.1	267.9	320.0	482.4	547.4	805.7	34,675,246	17,532,479	1.2399
SPRINGFIELD	775.2	287.1	8.7	6.3	102.7	64.2	87.5	112.9	137.9	247.7	6,777,884	3,635,929	.2641
MONTANA													
BILLINGS-HARDIN	230.4	89.3	.4	5.2	35.5	20.0	25.5	41.9	42.6	56.3	2,326,924	1,494,253	.0930
BUTTE	129.9	49.2	.1	1.6	17.5	10.9	19.3	23.2	22.5	32.4	1,181,166	704,420	.0471
GLENDIVE	14.3	5.5	.0	.1	2.3	1.3	1.7	2.5	2.5	3.5	137,455	115,031	.0062
GREAT FALLS	178.3	68.5	1.0	1.9	27.0	16.4	20.5	29.8	32.7	45.3	1,711,172	966,893	.0662
HELENA	47.5	18.9	.1	.4	7.0	4.2	5.6	9.4	8.9	10.7	510,788	276,372	.0189
MISSOULA	199.2	77.5	.2	1.9	29.0	17.7	23.0	38.2	38.0	46.4	1,914,069	968,839	.0713
NEBRASKA													
LINCOLN-HASTINGS-KEARNEY	677.7	258.4	4.2	8.3	92.0	53.7	86.9	111.2	112.6	199.6	7,338,664	3,635,739	.2650
NORTH PLATTE	49.8	18.7	.1	1.9	7.9	4.3	5.2	8.1	9.1	13.4	543,007	334,838	.0212
OMAHA	942.8	354.3	47.7	14.5	139.3	85.9	105.8	160.8	171.1	248.0	11,264,048	5,346,893	.3950
NEVADA													
LAS VEGAS	566.1	228.2	59.5	42.8	78.4	49.0	67.3	107.9	122.5	122.8	6,706,704	4,145,785	.2559
RENO	415.9	168.2	6.3	22.4	51.3	33.7	48.5	82.8	86.5	101.0	5,114,645	3,160,408	.1939

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARBITRON TV MARKET (ADI)	S&MM ESTIMATES 1985													Buying Power Index
	POPULATION—12/31/85										EFFECTIVE BUYING INCOME	RETAIL SALES		
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	Population by Age Group (Thousands)						Total EBI ($000)	Total Retail Sales ($000)		
					2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over				
NEW MEXICO														
ALBUQUERQUE	1,110.9	394.1	15.7	437.9	179.4	109.7	133.0	202.1	208.2	236.3	10,461,345	5,760,011		.4035
FARMINGTON	100.6	32.5	.4	12.5	19.7	10.7	12.6	18.1	18.1	16.2	859,193	512,357		.0346
ROSWELL	170.6	61.3	5.1	49.5	28.3	15.8	18.5	26.7	29.4	45.0	1,661,645	1,257,815		.0708
NEW YORK														
ALBANY-SCHENECTADY-TROY	1,314.3	487.1	40.7	13.3	172.4	119.2	149.1	215.2	235.9	388.0	15,443,394	7,714,138		.5503
BINGHAMTON	435.3	157.8	4.4	2.8	59.7	41.6	49.9	67.7	80.9	123.2	4,729,563	2,109,300		.1658
BUFFALO	1,707.0	619.5	127.7	21.7	228.3	157.2	198.1	268.8	306.9	500.8	18,541,280	8,089,366		.6468
ELMIRA	241.0	86.7	5.4	1.6	34.3	23.1	26.2	37.1	43.5	69.4	2,343,218	1,056,991		.0846
NEW YORK	18,447.3	6,870.4	3,154.8	2,330.8	2,349.4	1,623.6	1,898.6	3,109.2	3,723.6	5,257.6	259,469,381	108,468,699		8.4972
ROCHESTER	959.7	351.9	84.6	21.2	129.9	88.2	116.7	169.9	181.1	246.4	12,523,176	5,437,334		.4204
SYRACUSE	1,052.6	373.5	43.1	10.4	143.0	97.2	147.9	176.1	185.3	272.5	12,133,999	5,238,438		.4168
UTICA	295.9	105.7	6.0	2.6	39.4	27.1	36.0	44.1	51.2	90.0	3,061,160	1,394,409		.1092
WATERTOWN-CARTHAGE	236.5	79.7	.6	1.2	35.5	23.5	31.8	35.3	40.5	62.6	2,183,586	1,019,123		.0805
NORTH CAROLINA														
CHARLOTTE	1,802.0	659.3	351.5	13.5	262.4	163.3	203.9	316.2	361.1	443.6	18,830,284	10,134,705		.7042
GREENSBORO-WINSTON SALEM-HIGH POINT	1,341.9	503.3	244.0	9.6	183.4	119.4	150.4	232.7	272.6	349.1	14,360,231	7,637,759		.5319
GREENVILLE-NEW BERN-WASHINGTON	658.5	227.3	223.4	10.4	96.9	57.9	109.3	111.3	112.8	147.5	5,506,698	3,032,418		.2183
RALEIGH-DURHAM	1,725.8	617.1	536.4	23.5	246.4	151.1	249.2	320.5	322.0	384.1	17,268,337	9,267,330		.6507
WILMINGTON	377.1	132.9	101.9	3.7	59.7	36.6	41.4	64.2	70.0	93.4	3,141,800	1,881,625		.1279
NORTH DAKOTA														
FARGO	599.8	214.6	1.7	4.0	84.6	51.6	82.3	96.9	96.7	167.1	6,279,360	3,296,489		.2328
MINOT-BISMARCK-DICKINSON	413.5	144.3	1.2	2.3	65.6	39.0	49.5	69.0	69.7	104.6	4,483,053	2,474,656		.1670
OHIO														
CINCINNATI	1,961.7	717.4	195.0	11.3	290.7	180.6	233.8	332.7	363.4	495.2	22,103,644	10,617,486		.7866
CLEVELAND	3,842.1	1,428.1	481.3	52.1	540.7	347.2	430.2	648.9	718.9	1,041.0	44,574,258	22,494,470		1.5985
COLUMBUS	1,743.1	652.7	157.1	11.1	253.5	151.9	224.5	317.3	331.9	409.4	19,303,276	9,734,422		.6983
DAYTON	1,366.8	510.8	129.5	9.1	201.0	124.5	153.8	230.6	264.6	348.7	15,506,704	7,259,466		.5465
LIMA	113.0	40.7	11.6	1.0	17.4	10.5	12.7	18.6	19.7	30.1	1,185,433	737,000		.0464
TOLEDO	1,102.5	401.4	72.0	36.1	167.8	99.1	137.1	186.3	193.4	281.5	12,391,349	6,649,641		.4557
YOUNGSTOWN	757.3	278.7	64.0	7.6	106.0	67.3	82.3	121.7	137.4	220.6	8,181,816	3,862,096		.2923
ZANESVILLE	84.8	31.4	3.8	.3	12.8	7.9	9.5	13.3	15.4	23.1	776,748	428,839		.0302
OKLAHOMA														
ARDMORE-ADA	188.9	71.2	8.9	2.0	26.2	16.1	19.7	26.5	32.9	61.8	1,565,528	812,092		.0610
OKLAHOMA CITY	1,583.9	606.2	105.6	33.1	227.4	128.0	200.1	272.6	291.5	411.3	17,938,767	10,836,702		.6851
TULSA	1,218.4	463.9	83.8	16.0	177.3	104.5	128.5	205.3	233.7	329.9	12,911,458	6,266,362		.4662
OREGON														
BEND	69.2	25.8	.0	1.3	10.3	5.8	7.0	14.1	13.3	16.3	645,118	353,106		.0249
EUGENE	426.2	162.7	1.7	9.1	60.6	35.0	51.5	84.7	78.8	101.5	4,014,831	2,166,873		.1537
MEDFORD	334.8	127.5	1.2	10.7	47.7	28.4	31.6	58.1	62.9	95.5	2,973,475	1,761,654		.1186
PORTLAND	2,112.2	810.4	36.4	52.5	297.2	173.6	236.5	414.8	393.5	528.0	23,496,270	11,760,975		.8475
PENNSYLVANIA														
ERIE	427.7	155.3	15.0	2.6	62.2	38.9	51.0	69.1	74.8	118.5	4,454,936	2,285,703		.1642
HARRISBURG-YORK-LANCASTER-LEBANON	1,434.6	534.2	57.8	20.6	196.2	125.5	162.4	244.5	273.6	391.5	16,399,828	8,095,867		.5862
JOHNSTOWN-ALTOONA	785.9	284.6	7.8	3.3	107.1	68.0	103.7	123.0	134.6	227.4	7,182,627	3,488,357		.2688

STATE S&MM/ARBITRON TV MARKET (ADI)	S&MM ESTIMATES 1985												
	POPULATION—12/31/85										EFFECTIVE BUYING INCOME	RETAIL SALES	
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	Population by Age Group (Thousands)						Total EBI ($000)	Total Retail Sales ($000)	Buying Power Index
					2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over			
PENNSYLVANIA (cont.)													
PHILADELPHIA	7,221.5	2,654.6	1,179.7	204.0	941.7	646.5	827.3	1,194.6	1,353.0	2,060.8	88,496,493	43,542,807	3.1164
PITTSBURGH	3,216.8	1,223.5	204.2	16.6	400.8	273.3	371.4	517.9	572.7	997.6	35,715,073	16,082,264	1.2508
WILKES BARRE-SCRANTON	1,142.9	428.1	7.6	4.6	144.8	95.9	121.8	171.3	201.6	378.0	10,918,757	5,476,167	.4071
RHODE ISLAND													
PROVIDENCE-NEW BEDFORD	1,569.5	571.8	41.9	35.4	202.3	139.3	184.3	257.7	277.5	466.8	18,313,356	9,614,082	.6641
SOUTH CAROLINA													
CHARLESTON	612.5	206.7	217.2	9.4	97.0	59.0	91.5	115.5	109.3	118.2	5,288,825	3,054,702	.2110
COLUMBIA	782.2	273.2	293.8	10.3	117.5	74.1	111.6	144.9	142.1	167.2	7,537,881	3,755,724	.2802
FLORENCE	411.1	144.3	149.7	4.2	68.1	40.9	46.2	71.5	75.1	94.4	3,426,469	2,418,116	.1473
GREENVILLE-SPARTANBURG-ASHEVILLE	1,629.8	607.8	247.2	12.2	228.2	143.4	182.5	270.7	320.0	439.4	15,303,610	8,558,663	.5923
SOUTH DAKOTA													
RAPID CITY	230.4	83.0	1.6	3.7	36.9	20.8	28.8	40.6	39.2	54.5	2,425,969	1,269,595	.0903
SIOUX FALLS-MITCHELL	586.5	218.4	.7	1.8	85.3	52.7	67.1	89.4	96.1	175.1	5,822,171	3,211,941	.2215
TENNESSEE													
BRISTOL-KINGSPORT-JOHNSON CITY	805.1	288.7	14.1	4.5	117.2	72.3	85.8	133.9	162.1	211.3	7,225,425	3,662,737	.2745
CHATTANOOGA	828.8	301.6	76.5	6.1	124.8	74.1	90.7	141.8	165.8	206.0	7,536,200	4,218,669	.2940
JACKSON	123.1	46.0	27.0	1.0	18.0	10.6	13.6	20.3	22.1	34.6	1,117,494	758,157	.0465
KNOXVILLE	1,113.6	412.6	48.3	7.9	159.2	100.5	126.6	189.6	216.6	289.0	10,079,748	6,253,290	.4069
MEMPHIS	1,679.2	591.8	623.6	16.3	265.4	162.7	199.6	280.7	295.2	416.6	14,809,889	8,824,672	.5938
NASHVILLE	1,866.4	682.6	229.5	17.2	263.2	162.6	220.7	319.0	360.9	482.4	18,671,282	9,398,313	.6911
TEXAS													
ABILENE-SWEETWATER	313.8	116.2	14.8	43.8	43.9	25.7	37.4	45.8	53.4	97.0	3,155,128	2,025,715	.1259
AMARILLO	480.7	176.5	18.4	69.8	76.1	41.6	55.2	78.9	88.3	122.1	5,068,938	2,797,988	.1904
AUSTIN	844.2	320.0	83.4	162.7	115.2	67.2	134.3	170.6	145.1	185.2	10,209,590	5,232,424	.3644
BEAUMONT-PORT ARTHUR	475.6	170.2	105.2	16.1	72.0	43.7	53.0	76.5	87.7	126.2	5,365,656	2,692,923	.1930
CORPUS CHRISTI	532.2	173.9	19.2	308.3	92.3	52.2	63.8	90.7	92.9	119.2	5,086,792	3,100,219	.2020
DALLAS-FT. WORTH	4,221.4	1,572.1	594.1	360.0	622.5	364.6	497.7	791.3	838.0	970.5	54,578,684	27,464,992	1.9162
EL PASO	684.7	209.6	24.2	450.1	125.9	69.6	94.9	116.5	121.8	129.4	5,644,973	3,145,641	.2251
HOUSTON	3,970.9	1,431.6	757.3	653.4	627.3	346.8	490.7	831.2	786.7	744.2	51,376,818	25,477,721	1.7948
LAREDO	126.7	33.9	.1	120.5	26.6	14.7	14.6	19.5	20.2	25.8	755,859	992,870	.0452
LUBBOCK	397.4	137.7	25.9	114.7	63.0	36.3	59.4	65.2	68.6	89.3	3,721,957	2,169,548	.1465
MCALLEN-BROWNSVILLE	641.8	177.0	1.7	568.7	135.5	72.6	68.4	99.6	102.5	135.8	4,087,106	3,089,552	.1929
ODESSA-MIDLAND	424.7	149.8	21.5	121.8	70.7	38.6	51.2	74.2	79.0	93.8	5,094,739	3,519,726	.2023
SAN ANGELO	127.4	45.9	4.4	32.7	17.9	10.6	16.6	20.4	21.9	35.8	1,357,057	850,981	.0530
SAN ANTONIO	1,578.4	526.5	96.5	814.9	260.1	153.3	189.1	264.7	280.9	373.5	15,529,290	8,295,346	.5868
TYLER-LONGVIEW	457.1	164.1	95.1	17.9	67.5	38.1	56.7	75.3	81.5	122.7	4,899,288	2,815,860	.1859
VICTORIA	77.7	26.5	5.7	27.3	13.1	7.3	9.3	14.1	14.3	16.5	852,222	575,785	.0341
WACO-TEMPLE	650.6	227.6	111.2	71.7	90.7	50.0	126.0	105.6	101.7	153.0	6,531,190	3,360,708	.2429
WICHITA FALLS-LAWTON	450.1	162.5	39.5	26.9	64.4	37.4	61.1	72.2	78.3	120.8	4,509,690	2,491,840	.1717
UTAH													
SALT LAKE CITY	1,852.6	580.1	11.2	77.6	375.3	164.4	243.2	328.9	297.7	337.3	16,675,857	8,815,526	.6411
VERMONT													
BURLINGTON-PLATTSBURGH	695.1	248.7	4.4	5.7	96.4	64.1	94.5	123.3	125.7	170.7	6,818,715	4,303,915	.2720
VIRGINIA													
CHARLOTTESVILLE	101.7	38.7	14.9	.9	10.9	7.5	20.7	20.4	17.6	22.0	1,261,087	799,248	.0480

S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1985												
	POPULATION—12/31/85										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	Buying Power Index
VIRGINIA (cont.)													
HARRISONBURG	99.7	33.7	2.4	.8	12.2	7.8	17.8	16.5	17.7	25.0	855,136	505,979	.0344
NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON	1,546.7	523.0	473.7	24.7	217.8	136.0	240.5	279.6	287.4	336.2	16,337,712	8,405,878	.6010
RICHMOND	1,186.6	416.7	348.9	10.7	158.5	106.2	136.3	215.3	231.3	305.9	13,163,835	6,657,309	.4771
ROANOKE-LYNCHBURG	983.9	343.2	161.1	6.6	129.0	85.1	123.8	163.0	189.8	268.0	9,723,468	4,689,523	.3561
WASHINGTON													
SEATTLE-TACOMA	3,100.7	1,215.1	100.2	65.6	413.5	253.6	375.2	606.9	599.7	756.4	38,978,018	18,348,080	1.3478
SPOKANE	857.8	320.9	5.8	19.7	127.5	73.9	104.6	153.0	155.2	214.2	8,267,414	4,090,291	.3071
YAKIMA	461.2	167.7	4.8	43.2	71.0	40.7	52.9	82.7	83.9	112.7	4,755,947	2,379,409	.1746
WEST VIRGINIA													
BLUEFIELD-BECKLEY-OAK HILL	410.2	147.4	29.4	3.1	65.9	36.7	43.5	69.6	69.6	111.5	3,320,224	1,982,276	.1360
CHARLESTON-HUNTINGTON	1,443.3	520.8	32.9	8.8	222.4	129.5	161.9	242.5	265.1	374.3	12,727,462	6,577,973	.4886
CLARKSBURG-WESTON	230.1	85.3	1.8	1.9	32.8	20.0	25.4	36.2	39.8	68.8	1,862,815	920,381	.0724
PARKERSBURG	93.0	35.6	.8	.4	13.4	8.4	9.6	15.4	18.2	25.2	930,670	571,835	.0367
WHEELING-STEUBENVILLE	421.1	157.5	10.5	2.1	58.9	36.4	44.8	67.2	74.0	127.6	4,071,266	1,937,777	.1489
WISCONSIN													
GREEN BAY	999.3	364.1	1.3	5.5	146.1	98.6	114.8	163.8	174.4	268.7	10,444,656	4,798,564	.3729
LA CROSSE-EAU CLAIRE	433.6	156.0	.6	1.5	60.2	39.1	60.4	69.6	70.9	119.6	4,312,189	2,252,459	.1612
MADISON	549.6	213.1	6.2	4.5	72.5	46.9	78.7	107.8	95.9	131.7	6,338,433	3,526,515	.2347
MILWAUKEE	1,894.2	705.1	171.9	47.0	266.0	175.4	223.7	328.3	348.5	492.8	23,030,046	10,005,918	.7836
WAUSAU-RHINELANDER	448.5	162.2	.6	1.8	65.6	43.9	51.5	70.2	78.0	124.4	4,420,393	2,155,723	.1629
WYOMING													
CASPER-RIVERTON	155.8	56.6	.6	5.6	25.6	13.4	19.4	31.2	29.1	30.4	1,797,003	1,078,009	.0682
CHEYENNE-SCOTTSBLUFF	131.7	50.3	2.2	13.4	20.0	11.4	15.6	23.3	24.1	32.5	1,369,931	871,705	.0541
TOTAL UNITED STATES ADIs	239,224.4	87,890.4	29,039.4	17,579.8	33,687.3	21,133.8	28,412.5	41,766.6	44,799.5	62,018.6	2,779,740,980	1,384,204,439	99.2626

S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC Industries, both manufacturing and nonmanufacturing, as well as leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

SECTION F

Sales and Marketing MANAGEMENT

Zip Code Characteristics

Data in this Survey of Buying Power—Part II have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Zip data defined

The data in this year's zip code section of the *Survey of Buying Power—Part II* have been selected from a cross section of zips ranging from Rhode Island to Florida to Washington state—with a few more stops in between. Some of the nation's fastest growing geographic areas are highlighted, including portions of the Fort Myers, FL metro area, Gwinnett County, GA, and Smyrna, TN (future home of General Motors' new Saturn automotive division). Also included are data from zips like Rehoboth Beach, located along the coast of southern Delaware, and Andrews, a small Texas town with a good-size Hispanic population.

A closer look at the data shows that Lehigh Acres, FL (33936), is a fast-growing area with an over-age-65 population of 40.8%—compared to the national average of just 12.1%—a factor that contributes strongly to this zip's very high median age of 60.1 years. Rapid growth in Lawrenceville, GA, has brought with it a rise in affluence that has boosted the median household income to $31,536, nearly $8,000 above the U.S. average. In addition, population-by-age-group data show that more than 40% of the residents here are between the ages of 25 and 45, with an over-age-65 segment of only 5.8%, less than half the national average.

This year's seven zip code samples show data in nearly 50 different demographic and socioeconomic categories, only a fraction of the information available for any of the nation's more than 43,000 zip code designations. The great depth of zip code data, coupled with the much finer geographic definition that zips provide, make it a very desirable format for those looking to do highly specific profiling or targeting. A quick study of the differences between these areas' income levels, racial and ethnic makeup, median age, and a number of other characteristics further illustrates the usefulness of this kind of highly specific data. If you would like more information on zip code demographics, contact Bill Communications' Market Statistics Div., 633 Third Ave., New York, NY 10017 (212-986-4800).

VITAL STATISTICS

Zip Code: 33936
Name: Lehigh Acres
State: Florida
Metro: Fort Myers-Cape Coral
County: Lee

DEMOGRAPHIC CHARACTERISTICS

Population: 14,122
Total households: 6,615
Median age: 60.1

Population by age group:
0–5 - 501 (3.5%)
6–11 - 673 (4.8%)
12–17 - 733 (5.2%)
18–24 - 675 (4.8%)
25–34 - 1,076 (7.6%)
35–44 - 1,034 (7.3%)
45–54 - 1,005 (7.1%)
55–64 - 2,659 (18.8%)
65 & over - 5,766 (40.8%)

Percentage breakouts of:
Black population - 2.0%
Black households - 1.8%
Spanish population - 1.6%
Spanish households - 1.2%
Families - 75.3%
Owner-occupied households - 81.3%
Renter-occupied households - 18.7%
Noncollege graduates - 70.9%
College graduates - 8.6%

Population growth since 1980: 23.9%

SOCIOECONOMIC CHARACTERISTICS

Household income: (No. of hshlds. with)
Less than $5,000 - 458 (6.9%)
$5,000–$9,999 - 913 (13.8%)
$10,000–$14,999 - 1,345 (20.3%)
$15,000–$19,999 - 947 (14.3%)
$20,000–$24,999 - 648 (9.8%)
$25,000–$34,999 - 1,112 (16.8%)
$35,000–$49,999 - 794 (12.0%)
$50,000–$74,999 - 320 (4.8%)
$75,000 or more - 78 (1.2%)
Median household income: $18,124
Total income: $163,102,000

Employment (1984): 2,118 (15.0%)

RETAIL SALES CHARACTERISTICS

Total retail sales: $40,312,000
Buying Power Index (BPI): .0049

Retail store counts (1984):
Supermarkets - 4
Department stores - 1
Apparel - 6
Eating & drinking places - 10
Furniture, Home Furnishing, Appliance stores - 2
Automobile dealers - 4
Gasoline service stations - 3
Building material dealers - 2
Drugstores - 2

VITAL STATISTICS **Zip Code:** 30245 **Name:** Lawrenceville **State:** Georgia **Metro:** Atlanta **County:** Gwinnett	**VITAL STATISTICS** **Zip Code:** 37167 **Name:** Smyrna **State:** Tennessee **Metro:** Nashville **County:** Rutherford
DEMOGRAPHIC CHARACTERISTICS **Population:** 54,719 **Total households:** 18,761 **Median age:** 29.3 **Population by age group:** 0–5 - 6,209 (11.3%) 6–11 - 5,823 (10.6%) 12–17 - 4,813 (8.8%) 18–24 - 4,943 (9.0%) 25–34 - 12,842 (23.5%) 35–44 - 9,644 (17.6%) 45–54 - 4,391 (8.0%) 55–64 - 2,874 (5.3%) 65 & over - 3,180 (5.8%) **Percentage breakouts of:** Black population - 2.3% Black households - 2.0% Spanish population - 1.0% Spanish households - 0.8% Families - 86.5% Owner-occupied households - 81.2% Renter-occupied households - 18.8% Noncollege graduates - 47.0% College graduates - 9.4% **Population growth since 1980:** 51.2%	**DEMOGRAPHIC CHARACTERISTICS** **Population:** 14,344 **Total households:** 4,803 **Median age:** 28.9 **Population by age group:** 0–5 - 1,449 (10.1%) 6–11 - 1,482 (10.3%) 12–17 - 1,451 (10.1%) 18–24 - 1,669 (11.6%) 25–34 - 2,842 (19.8%) 35–44 - 2,321 (16.2%) 45–54 - 1,298 (9.0%) 55–64 - 1,026 (7.2%) 65 & over - 806 (5.6%) **Percentage breakouts of:** Black population - 7.5% Black households - 6.7% Spanish population - 0.7% Spanish households - 0.5% Families - 85.5% Owner-occupied households - 67.4% Renter-occupied households - 32.6% Noncollege graduates - 49.1% College graduates - 5.3% **Population growth since 1980:** 21.9%
SOCIOECONOMIC CHARACTERISTICS **Household income: (No. of hshlds. with)** Less than $5,000 - 980 (5.2%) $5,000–$9,999 - 1,005 (5.4%) $10,000–$14,999 - 1,358 (7.2%) $15,000–$19,999 - 1,617 (8.6%) $20,000–$24,999 - 1,976 (10.5%) $25,000–$34,999 - 3,712 (19.8%) $35,000–$49,999 - 4,102 (21.9%) $50,000–$74,999 - 2,957 (15.8%) $75,000 or more - 1,054 (5.6%) **Median household income:** $31,586 **Total income:** $672,886,000 **Employment (1984):** 7,293 (13.3%)	**SOCIOECONOMIC CHARACTERISTICS** **Household income: (No. of hshlds. with)** Less than $5,000 - 195 (4.1%) $5,000–$9,999 - 365 (7.6%) $10,000–$14,999 - 494 (10.3%) $15,000–$19,999 - 601 (12.5%) $20,000–$24,999 - 611 (12.7%) $25,000–$34,999 - 1,120 (23.3%) $35,000–$49,999 - 1,016 (21.2%) $50,000–$74,999 - 383 (8.0%) $75,000 or more - 18 (0.4%) **Median household income:** $26,210 **Total income:** $166,260,000 **Employment (1984):** 8,767 (61.1%)
RETAIL SALES CHARACTERISTICS **Total retail sales:** $245,486,000 **Buying Power Index (BPI):** .0219 **Retail store counts (1984):** Supermarkets - 19 Department stores - 3 Apparel - 11 Eating & drinking places - 41 Furniture, Home Furnishing, Appliance stores - 19 Automobile dealers - 22 Gasoline service stations - 14 Building material dealers - 16 Drugstores - 9	**RETAIL SALES CHARACTERISTICS** **Total retail sales:** $77,994,000 **Buying Power Index (BPI):** .0059 **Retail store counts (1984):** Supermarkets - 10 Department stores - 2 Apparel - 9 Eating & drinking places - 12 Furniture, Home Furnishing, Appliance stores - 2 Automobile dealers - 3 Gasoline service stations - 10 Building material dealers - 3 Drugstores - 6

VITAL STATISTICS
Zip Code: 19971
Name: Rehoboth Beach
State: Delaware
Metro: Nonmetropolitan
County: Sussex

DEMOGRAPHIC CHARACTERISTICS
Population: 4,326
Total households: 2,032
Median age: 50.5

Population by age group:
0–5 - 191 (4.4%)
6–11 - 229 (5.3%)
12–17 - 290 (6.7%)
18–24 - 313 (7.2%)
25–34 - 465 (10.7%)
35–44 - 446 (10.3%)
45–54 - 414 (9.6%)
55–64 - 728 (16.8%)
65 & over - 1,250 (28.9%)

Percentage breakouts of:
Black population - 9.6%
Black households - 8.6%
Spanish population - 0.6%
Spanish households - 0.5%
Families - 64.1%
Owner-occupied households - 78.6%
Renter-occupied households - 21.4%
Noncollege graduates - 59.6%
College graduates - 13.9%

Population growth since 1980: (-18.0%)

SOCIOECONOMIC CHARACTERISTICS
Household income: (No. of hshlds. with)
Less than $5,000 - 170 (8.4%)
$5,000–$9,999 - 280 (13.8%)
$10,000–$14,999 - 280 (13.8%)
$15,000–$19,999 - 207 (10.2%)
$20,000–$24,999 - 192 (9.4%)
$25,000–$34,999 - 259 (12.7%)
$35,000–$49,999 - 258 (12.7%)
$50,000–$74,999 - 297 (14.6%)
$75,000 or more - 89 (4.4%)
Median household income: $22,058
Total income: $60,763,000

Employment (1984): 3,131 (72.4%)

RETAIL SALES CHARACTERISTICS
Total retail sales: $102,931,000
Buying Power Index (BPI): .0037

Retail store counts (1984):
Supermarkets - 11
Department stores - 1
Apparel - 25
Eating & drinking places - 77
Furniture, Home Furnishing, Appliance stores - 14
Automobile dealers - 2
Gasoline service stations - 9
Building material dealers - 6
Drugstores - 4

VITAL STATISTICS
Zip Code: 02840
Name: Newport
State: Rhode Island
Metro: Nonmetropolitan
County: Newport

DEMOGRAPHIC CHARACTERISTICS
Population: 47,860
Total households: 17,478
Median age: 30.7

Population by age group:
0–5 - 4,162 (8.7%)
6–11 - 3,651 (7.6%)
12–17 - 3,712 (7.8%)
18–24 - 6,770 (14.1%)
25–34 - 9,770 (20.4%)
35–44 - 6,122 (12.8%)
45–54 - 3,899 (8.1%)
55–64 - 3,714 (7.8%)
65 & over - 6,060 (12.7%)

Percentage breakouts of:
Black population - 5.9%
Black households - 5.3%
Spanish population - 2.1%
Spanish households - 1.6%
Families - 68.0%
Owner-occupied households - 45.4%
Renter-occupied households - 54.6%
Noncollege graduates - 43.4%
College graduates - 15.1%

Population growth since 1980: 3.7%

SOCIOECONOMIC CHARACTERISTICS
Household income: (No. of hshlds. with)
Less than $5,000 - 1,036 (5.9%)
$5,000–$9,999 - 1,975 (11.3%)
$10,000–$14,999 - 1,757 (10.1%)
$15,000–$19,999 - 1,929 (11.0%)
$20,000–$24,999 - 1,669 (9.5%)
$25,000–$34,999 - 2,842 (16.3%)
$35,000–$49,999 - 3,058 (17.5%)
$50,000–$74,999 - 2,630 (15.0%)
$75,000 or more - 582 (3.3%)
Median household income: $26,313
Total income: $626,362,000

Employment (1984): 15,927 (33.3%)

RETAIL SALES CHARACTERISTICS
Total retail sales: $444,528,000
Buying Power Index (BPI): .0247

Retail store counts (1984):
Supermarkets - 26
Department stores - 3
Apparel - 52
Eating & drinking places - 132
Furniture, Home Furnishing, Appliance stores - 29
Automobile dealers - 28
Gasoline service stations - 15
Building material dealers - 14
Drugstores - 14

VITAL STATISTICS
Zip Code: 79714
Name: Andrews
State: Texas
Metro: Nonmetropolitan
County: Andrews

DEMOGRAPHIC CHARACTERISTICS
Population: 15,528
Total households: 5,083
Median age: 28.9

Population by age group:
0–5 - 1,944 (12.5%)
6–11 - 1,588 (10.2%)
12–17 - 1,404 (9.0%)
18–24 - 1,863 (12.0%)
25–34 - 2,465 (15.9%)
35–44 - 2,074 (13.4%)
45–54 - 1,646 (10.6%)
55–64 - 1,292 (8.3%)
65 & over - 1,252 (8.1%)

Percentage breakouts of:
Black population - 1.5%
Black households - 1.3%
Spanish population - 21.9%
Spanish households - 17.1%
Families - 83.9%
Owner-occupied households - 74.1%
Renter-occupied households - 25.9%
Noncollege graduates - 47.0%
College graduates - 5.8%

Population growth since 1980: 17.1%

SOCIOECONOMIC CHARACTERISTICS
Household income: (No. of hshlds. with)
Less than $5,000 - 270 (5.3%)
$5,000–$9,999 - 388 (7.6%)
$10,000–$14,999 - 485 (9.5%)
$15,000–$19,999 - 583 (11.5%)
$20,000–$24,999 - 517 (10.2%)
$25,000–$34,999 - 845 (16.6%)
$35,000–$49,999 - 1,097 (21.6%)
$50,000–$74,999 - 658 (12.9%)
$75,000 or more - 240 (4.7%)
Median household income: $28,533
Total income: $180,838,000

Employment (1984): 4,121 (26.5%)

RETAIL SALES CHARACTERISTICS
Total retail sales: $73,270,000
Buying Power Index (BPI): .0060

Retail store counts (1984):
Supermarkets - 14
Department stores - 1
Apparel - 9
Eating & drinking places - 20
Furniture, Home Furnishing, Appliance stores - 3
Automobile dealers - 11
Gasoline service stations - 13
Building material dealers - 4
Drugstores - 4

VITAL STATISTICS
Zip Code: 98203
Name: Everett
State: Washington
Metro: Seattle
County: Snohomish

DEMOGRAPHIC CHARACTERISTICS
Population: 27,047
Total households: 11,186
Median age: 33.2

Population by age group:
0–5 - 2,204 (8.1%)
6–11 - 2,033 (7.5%)
12–17 - 2,104 (7.8%)
18–24 - 3,230 (11.9%)
25–34 - 4,813 (17.8%)
35–44 - 3,658 (13.5%)
45–54 - 2,635 (9.7%)
55–64 - 2,914 (10.8%)
65 & over - 3,456 (12.8%)

Percentage breakouts of:
Black population - 1.0%
Black households - 0.9%
Spanish population - 1.3%
Spanish households - 1.0%
Families - 72.2%
Owner-occupied households - 66.8%
Renter-occupied households - 33.2%
Noncollege graduates - 51.7%
College graduates - 9.5%

Population growth since 1980: 14.4%

SOCIOECONOMIC CHARACTERISTICS
Household income: (No. of hshlds. with)
Less than $5,000 - 541 (4.8%)
$5,000–$9,999 - 1,033 (9.2%)
$10,000–$14,999 - 1,082 (9.7%)
$15,000–$19,999 - 1,097 (9.8%)
$20,000–$24,999 - 1,042 (9.3%)
$25,000–$34,999 - 2,107 (18.8%)
$35,000–$49,999 - 2,126 (19.0%)
$50,000–$74,999 - 1,535 (13.7%)
$75,000 or more - 623 (5.6%)
Median household income: $28,788
Total income: $381,446,000

Employment (1984): 6,745 (24.9%)

RETAIL SALES CHARACTERISTICS
Total retail sales: $179,577,000
Buying Power Index (BPI): .0130

Retail store counts (1984):
Supermarkets - 11
Department stores - 1
Apparel - 0
Eating & drinking places - 43
Furniture, Home Furnishing, Appliance stores - 12
Automobile dealers - 23
Gasoline service stations - 7
Building material dealers - 5
Drugstores - 0